

Cigarettes in Malaysia

June 2023

Table of Contents

Cigarettes in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Polarisation in demand in 2022

Growing competition from e-vapour products and heated tobacco in 2022

Illicit trade volumes rise in 2022

PROSPECTS AND OPPORTUNITIES

Newly proposed regulations may foster illicit trade over the forecast period

Players are set to reformulate strategies as demand swings between segments over the forecast period

Players likely to increase focus on e-vapour products and heated tobacco

TAXATION AND PRICING

Taxation rates

Table 1 - Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

- Table 2 Sales of Cigarettes: Volume 2017-2022
- Table 3 Sales of Cigarettes by Category: Value 2017-2022
- Table 4 Sales of Cigarettes: % Volume Growth 2017-2022
- Table 5 Sales of Cigarettes by Category: % Value Growth 2017-2022
- Table 6 Sales of Cigarettes by Blend: % Volume 2017-2022
- Table 7 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022
- Table 8 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022
- Table 9 Sales of Cigarettes by Pack Size: % Volume 2017-2022
- Table 10 Sales of Cigarettes by Price Band: % Volume 2017-2022
- Table 11 NBO Company Shares of Cigarettes: % Volume 2018-2022
- Table 12 LBN Brand Shares of Cigarettes: % Volume 2019-2022
- Table 13 Sales of Cigarettes by Distribution Format: % Volume 2017-2022
- Table 14 Illicit Trade Estimate of Cigarettes: Volume 2017-2022
- Table 15 Forecast Sales of Cigarettes: Volume 2022-2027
- Table 16 Forecast Sales of Cigarettes by Category: Value 2022-2027
- Table 17 Forecast Sales of Cigarettes: % Volume Growth 2022-2027
- Table 18 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027
- Table 19 Forecast Sales of Cigarettes by Blend: % Volume 2022-2027
- Table 20 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027
- Table 21 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027
- Table 22 Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027
- Table 23 Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

Tobacco in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 2 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Plain packaging

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 24 - Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 25 - Sales of Tobacco by Category: Volume 2017-2022

Table 26 - Sales of Tobacco by Category: Value 2017-2022

Table 27 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 28 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 29 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 30 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 31 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 32 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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