

Cigarettes in Asia Pacific

January 2022

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Scope

Key findings

REGIONAL OVERVIEW

Asia Pacific leads the global cigarette market in retail volume terms

Tax hikes will continue to exert downward pressure

China: Cigarette volumes decrease but slim format gains popularity

D ecline in opportunities to smoke

Asia Pacific experienced declines in sales across all price bands

Regular format is most popular choice across countries

Significant decline of packs of 20, while still dominant

Clear growth of flavour capsule cigarettes

Premium brands saw a rise in selected markets (1)

Premium brands saw a rise in selected markets (2)

G rowing consumer awareness of superslim cigarettes (1)

G rowing consumer awareness of superslim cigarettes (2)

Packs of 20 still dominant but declining (1)

Packs of 20 still dominant but declining (2)

Capsule cigarettes hit record high sales (1)

Capsule cigarettes hit record high sales (2)

COVID-19 had little impact on cigarette distribution (1)

COVID-19 had little impact on cigarette distribution (2)

LEADING COMPANIES AND BRANDS

State-owned companies retain dominance

Multinational giants show their presence in diversified markets

Excluding China, Gudang Garam remains the most sold brand

FORECAST PROJECTIONS

Asia Pacific to see a temporary rebound (1)

Asia Pacific to see a temporary rebound (2)

Asia Pacific to see a temporary rebound (3)

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China: Competitive and retail landscape

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Indonesia: Competitive and retail landscape

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Japan: Competitive and retail landscape

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India: Competitive and retail landscape

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Philippines: Competitive and retail landscape

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Singapore: Competitive and retail landscape

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