

# Cigarettes in Malaysia

July 2022

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## Cigarettes in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Cigarette sales rise as people return to workplaces and partake in social events again

A decline in illicit trade benefits legal sales of cigarettes in 2021

British American Tobacco maintains its lead but price band switches seen

#### PROSPECTS AND OPPORTUNITIES

Popularity of economy and mid-priced cigarettes set to be maintained as rising inflation places a downward pressure on consumer purchasing power

Some consumers likely to move to other tobacco products they perceive as safer

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