

Tobacco in Hong Kong, China

July 2022

Table of Contents

Tobacco in Hong Kong, China

EXECUTIVE SUMMARY

Tobacco in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation
Legislative overview
Summary 1 - Legislation Summary at a Glance
Minimum legal smoking age
Smoking prevalence
Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
Low ignition propensity (LIP) cigarette regulation
Flavoured tobacco product ban
Reduced harm
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 1 - Number of Adult Smokers by Gender 2016-2021

MARKET DATA

Table 2 - Sales of Tobacco by Category: Volume 2016-2021
Table 3 - Sales of Tobacco by Category: Value 2016-2021
Table 4 - Sales of Tobacco by Category: % Volume Growth 2016-2021
Table 5 - Sales of Tobacco by Category: % Value Growth 2016-2021
Table 6 - Forecast Sales of Tobacco by Category: Volume 2021-2026
Table 7 - Forecast Sales of Tobacco by Category: Value 2021-2026
Table 8 - Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026
Table 9 - Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Cigarettes in Hong Kong, China

KEY DATA FINDINGS

2021 DEVELOPMENTS

Mid-price and economy cigarettes gain ground during pandemic
Growing popularity of flavour capsule cigarettes
Japanese-style cigarettes gaining traction

PROSPECTS AND OPPORTUNITIES

Cigarettes set to experience increase in 2023 and stabilise in the long term
Greater diversification in flavour capsules
Growing competition within flavour capsules to add dynamism to cigarettes

TAXATION AND PRICING

Taxation rates

Table 10 - Taxation and Duty Levies 2016-2021

Average cigarette pack price breakdown

Summary 3 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 11 - Sales of Cigarettes: Volume 2016-2021

Table 12 - Sales of Cigarettes by Category: Value 2016-2021

Table 13 - Sales of Cigarettes: % Volume Growth 2016-2021

Table 14 - Sales of Cigarettes by Category: % Value Growth 2016-2021

Table 15 - Sales of Cigarettes by Blend: % Volume 2016-2021

Table 16 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021

Table 17 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021

Table 18 - Sales of Cigarettes by Pack Size: % Volume 2016-2021

Table 19 - Sales of Cigarettes by Price Band: % Volume 2016-2021

Table 20 - NBO Company Shares of Cigarettes: % Volume 2017-2021

Table 21 - LBN Brand Shares of Cigarettes: % Volume 2018-2021

Table 22 - Sales of Cigarettes by Distribution Format: % Volume 2016-2021

Table 23 - Illicit Trade Estimate of Cigarettes: Volume 2016-2021

Table 24 - Forecast Sales of Cigarettes: Volume 2021-2026

Table 25 - Forecast Sales of Cigarettes by Category: Value 2021-2026

Table 26 - Forecast Sales of Cigarettes: % Volume Growth 2021-2026

Table 27 - Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026

Table 28 - Forecast Sales of Cigarettes by Blend: % Volume 2021-2026

Table 29 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026

Table 30 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026

Table 31 - Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026

Table 32 - Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

Cigars, Cigarillos and Smoking Tobacco in Hong Kong, China

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales of cigars and cigarillos continue to drop in 2021, amid COVID-19

E-commerce continues to thrive by providing a safe and convenient channel to purchase cigars

Cuban cigars continue to dominate sales, while New World cigars rise from a niche positioning

PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos set to rebound in 2023 when border with Mainland China reopens

Physical stores will remain vital for cigar smokers due to need for in-person experience

A more diverse consumer base is emerging

CATEGORY DATA

Table 33 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2016-2021

Table 34 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2016-2021

Table 35 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2016-2021

Table 36 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2016-2021
 Table 37 - Sales of Cigars by Size: % Volume 2016-2021
 Table 38 - Sales of Cigarillos by Price Platform 2016-2021
 Table 39 - NBO Company Shares of Cigars and Cigarillos: % Volume 2017-2021
 Table 40 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2018-2021
 Table 41 - NBO Company Shares of Cigars: % Volume 2017-2021
 Table 42 - LBN Brand Shares of Cigars: % Volume 2018-2021
 Table 43 - NBO Company Shares of Cigarillos: % Volume 2017-2021
 Table 44 - LBN Brand Shares of Cigarillos: % Volume 2018-2021
 Table 45 - Distribution of Cigars and Cigarillos by Format: % Volume 2016-2021
 Table 46 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2021-2026
 Table 47 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2021-2026
 Table 48 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2021-2026
 Table 49 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2021-2026

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Hong Kong, China

KEY DATA FINDINGS

2021 DEVELOPMENTS

Rechargeable and cartridges continue to grow, replacing single-use products
 Iqos, with its flagship model, continues to lead tobacco heating devices
 Consumer sophistication shapes competitive landscape

PROSPECTS AND OPPORTUNITIES

Sales of e-vapour products and heated tobacco products set to drop in 2022 in line with ban
 Optimism over future of e-vapour products and heated tobacco products despite challenges
 Illicit trade in e-vapour products expected to grow

CATEGORY INDICATORS

Table 50 - Number of Adult Vapers 2016-2021

CATEGORY DATA

Table 51 - Sales of Tobacco Heating Devices: Volume 2016-2021
 Table 52 - Sales of Tobacco Heating Devices: % Volume Growth 2016-2021
 Table 53 - Sales of Heated Tobacco: Volume 2016-2021
 Table 54 - Sales of Heated Tobacco: % Volume Growth 2016-2021
 Table 55 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021
 Table 56 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2016-2021
 Table 57 - Sales of E-Liquids by Nicotene Strength: % Value 2019-2021
 Table 58 - NBO Company Shares of E-Vapour Products: % Value 2017-2021
 Table 59 - LBN Brand Shares of E-Vapour Products: % Value 2018-2021
 Table 60 - NBO Company Shares of Tobacco Heating Devices: % Volume 2017-2021
 Table 61 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2018-2021
 Table 62 - NBO Company Shares of Heated Tobacco: % Volume 2017-2021
 Table 63 - LBN Brand Shares of Heated Tobacco: % Volume 2018-2021
 Table 64 - Distribution of E-Vapour Products by Format: % Value 2016-2021
 Table 65 - Distribution of Tobacco Heating Devices by Format: % Volume 2016-2021
 Table 66 - Distribution of Heated Tobacco by Format: % Volume 2016-2021
 Table 67 - Forecast Sales of Tobacco Heating Devices: Volume 2021-2026
 Table 68 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2021-2026
 Table 69 - Forecast Sales of Heated Tobacco: Volume 2021-2026
 Table 70 - Forecast Sales of Heated Tobacco: % Volume Growth 2021-2026
 Table 71 - Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2021-2026

Table 72 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2021-2026

Table 73 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

Table 74 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tobacco-in-hong-kong-china/report.