

Cigarettes in New Zealand

June 2023

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Cigarettes in New Zealand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume sales experience another year of decline against a difficult economic backdrop

E-vapour products are persistently chipping away at cigarette sales

Imperial Tobacco gains share as it benefits from its economy brands

PROSPECTS AND OPPORTUNITIES

Forecast period will continue to see a downward trend

The planned immediate reduction in the number of tobacco retailers is a contentious issue

New Zealand is well-placed to control smuggling

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