

Cigarettes in New Zealand

June 2024

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Cigarettes in New Zealand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cigarettes witness volume sales decline as consumers shift to e-vapour products New coalition government reverses new tobacco legislation Tax freeze proposed as new Government targets cost of living pressures

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Continued volume decline expected despite change in regulatory approach As inflationary pressures ease, unit price and value growth expected to slow Shift to e-vapour products to drive down illicit tobacco sales

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