

TOBACCO PRODUCT SALES

Tables G to I

Manufacturers' returns to Ministry of Health 2005

Table G. Manufactured cigarettes 2004; smoke tests, volume sales, prices, and \$ sales, by brand

Brand	Variant or type	Pack size	Tar mg /cig	Nicotine mg /cig	CO mg /cig	Tar/Nic ratio	'000 sticks 2003	'000 sticks 2004	\$/pack Dec-03	\$/pack Dec-04	'000 sales avg price	Avg Price / cigarette
For key to columns a to k see the end of this table.		a	b	c	d	e	f	g	h	i	j=f*k	k=(h*11+i) 12*a
			Smoke machine tests				Volume sales		Prices and \$ sales			
BAT brands												
Cameo		20					5051	4238	9.75	10.10	2072	0.489
Dunhill	Deluxe	25					0					
	Deluxe Mild	25					0					
	KSF	10	Packs <20 prohibited since 1997				103977		111017	Dunhill	'000 sold in 2004	
	KSF	20	13	1.2	13	11	42159	41564	9.75	10.00	20306	0.489
	KSF	25	13	1.2	13	11	28410	29168	11.85	12.20	13859	0.475
	Ultra Mild	20	6	0.6	6	10	3513	3858	9.75	10.00	1885	0.489
	Superior Mild	20	9	0.8	10	11	23413	27148	9.75	10.00	13263	0.489
	Superior Mild	25	includes test brand				6482	9115	11.85	12.20	4331	0.475
	Lights	20	6	0.6	7	10	0	104		10.00	52	0.500
	TopLeaf	20	newly reported in 2004				0	10		12.95	6	0.648
	MentholMild	20	10	0.7	11	14	0	51		10.00	25	0.500
	Sup mild Intntl	20	no reported sales				0					
	International	20	no reported sales				0					
							21729		15018 Freedom			
Freedom	Virginia	20	12	1.2	12	10.0	5855	4390	8.8	8.95	1934	0.441
	Virginia	25	12	1.2	12	10.0	5237	3550	10.8	10.95	1535	0.433
	Virginia 2x 20	40	12	1.2	12	10.0	145	477	17.2	17.5	206	0.431
	Virginia 2x 25	50	newly reported in 2004				0	44	0	20.65	18	0.413
	Menthol	20	10	0.8	10	12.5	2414	1692	8.80	8.95	745	0.441
	Menthol 2 x 20	40	10	0.8	10	12.5	1101	14	17.45	17.50	6	0.436
	Menthol	25	10	0.8	10	12.5	2967	2118	10.80	10.95	916	0.433
	Menthol 2 x 25	50	newly reported in 2004				0	16	0.00	20.65	7	0.413
	Mild	20	9	0.9	10	10.0	1648	1203	8.8	8.95	530	0.441
	Mild 2x 20	40	9	0.9	10	10.0	50	30	17.2	17.5	13	0.431
	Mild	25	9	0.9	10	10.0	1648	1095	10.8	10.95	474	0.433
	Mild 2x 25	50	newly reported in 2004				0	19	0	20.65	8	0.413
	Supermilds	20	delisted 2004				283	125	8.8	8.8	55	0.440
	Supermilds	25	6	0.6	6	10.0	381	245	10.8	10.95	107	0.438
Holiday	Extra Mild	20	10	0.9	10	11.1	41388	38630	8.95	9.25	17866	0.463
	Extra Mild	25	10	0.9	10	11.1	42629	35838	10.95	11.3	16199	0.452
	Extra Mild	30	10	0.9	10	11.1	21094	20596	12.85	13.3	9131	0.443
	E-Mild 2x20	40	10	0.9	10	11.1	1101	604	17.45	18.05	272	0.451
	E-Mild 2x25	50	10	0.9	10	11.1	922	2728	21.00	21.70	1184	0.434
	E-Mild 4x25	100	delisted 2004				1		41.35	0	0	
	Menthol Mild	20	newly reported in 2004				0	50431	0	9.25	23324	0.463
	Menthol Mild	25	newly reported in 2004				0	42281	0	11.3	19111	0.452
	Menthol Mild	30	newly reported in 2004				0	32572	0	13.3	14440	0.443
	Menthol	20	12	0.9	14	13.3	46486 no report		8.95	0		
	Menthol	25	12	0.9	14	13.3	42895	1754	10.95	11.3	770	0.439

Table G. Manufactured cigarettes continued

Brand	Variant or type	Pack size	Tar mg /cig	Nicotine mg /cig	CO mg /cig	Tar/Nic ratio	'000 sticks 2003	'000 sticks 2004	\$/pack Dec-03	\$/pack Dec-04	\$'000 sales avg price	Avg Price / cigarette
Holiday	Menthol	30	12	0.9	14	13.3	30225	1610	12.85	13.3	692	0.430
	Menthol 2x20	40	12	0.9	14	13.3	1101	611	17.45	18.05	267	0.438
	Menthol 2x25	50	12	0.9	14	13.3	922	2610	21.00	21.70	1099	0.421
	Menthol 4x25	100	delisted 2004				1		41.35	0	0	
	Special Filter	10	Packs <20 prohibited since 1997				703191		716354 Holiday			
	Special Filter	20	12	1.1	12	10.9	187763	194881	8.95	9.25	87453	0.449
	Special Filter	25	12	1.1	12	10.9	151014	147169	10.95	11.3	64632	0.439
	sp filter	30	12	1.1	12	10.9	107377	115754	12.85	13.3	49726	0.430
	launch pack	30	delisted 2004				1		11.95	0	0	0.000
	2x 20	40	12	1.1	12	10.9	5191	1995	17.45	18.05	873	0.438
	2x 25	50	12	1.1	12	10.9	3208	7886	21.00	21.70	3321	0.421
	4x25	100	delisted 2004				4		41.35	0	0	
	Supermild	20	6	0.6	6	10.0	6281	5845	8.95	9.25	2623	0.449
	Supermild	25	6	0.6	6	10.0	8722	7708	10.95	11.3	3385	0.439
	Supermild	30	6	0.6	6	10.0	4866	4854	12.85	13.3	2085	0.430
Kent	filter	20					1374		1384 Kent			
	deluxe lights	20	8	0.7	8	11.4	695	440	9.80	10.10	216	0.491
	superlights 4m	20	4	0.4	5	10.0		294		10.10	148	0.505
	ultralights 1mc	20	1	0.1	2	10.0	679	651	9.80	10.10	320	0.491
LR Brand	20											
Lucky Strike	Plain	20					3920		4641 Lucky Strike			
	Filter Hard Pac	20						951		9.90	471	0.495
	Soft cup filter	20	11	1.1	10	10.0	2637	2006	9.70	9.90	975	0.486
	Lights HP	20	newly reported in 2004				0	691		9.90	342	0.495
	Lights Soft cup	20	6	0.6	6	10.0	1283	994	9.70	9.90	483	0.486
Matinee	KSF	20	10	1.0	9	10.0	473	332	9.75	10.10	163	0.489
North Pole	Menthol	20	12	1.0	13	12.0	603	455	9.75	10.10	222	0.489
Pacific	Number 1	20	12	1.1	13	10.9	244	119	9.15	9.45	55	0.459
	Number 1	30	12	1.1	13	10.9	977	748	13.45	13.95	336	0.450
	Number 1 Mer	30					1221		867 Pacific			
	Number 1 Milc	20										
Pall Mall	Extra Mild	10	Packs <20 prohibited since 1997				207190		167145 Pall Mall			
	Extra Mild	20	9	0.8	9	11.3	36164	35588	9.40	9.45	16734	0.470
	Filter	20	13	1.2	12	10.8	104075	97546	9.40	9.45	45867	0.470
	International	20	14	1.1	13	12.7	1380	999	10.70	11.00	536	0.536
	Menthol	10	Packs <20 prohibited since 1997									
	Menthol	20	13	0.9	13	14.4	26103	25197	9.40	9.45	11848	0.470
	Plain	20	14	1.2	9	11.7	7090	5773	10.70	11.00	0	0.000
	Plain super mild	10	Packs <20 prohibited since 1997									
	20	6	0.6	6	10.0	32378	2043	9.40	9.25	959	0.469	
Rothmans	KSF	10	Packs <20 prohibited since 1997				166034		159234 Rothmans			
	KSF	20	13	1.2	13	10.8	96540	91239	9.60	9.90	43909	0.481
	King size lights	20	no reported sales in 2004									
	Special mild	20	10	1.0	9	10.0	2064	1000	9.60	9.90	481	0.481
	International	20	no reported sales in 2004				1380		10.70		0	
	KSF	25	13	1.2	13	10.8	68115	66995	11.70	12.10	31443	0.469

Table G. Manufactured cigarettes continued

Brand	Variant or type	Pack size	Tar mg /cig	Nicotine mg /cig	CO mg /cig	Tar/Nic ratio	'000 sticks 2003	'000 sticks 2004	\$/pack Dec-03	\$/pack Dec-04	\$'000 sales avg price	Avg Price / cigarette	
Winfield	Lights	20											
	Low tar	25											
	Extra Mild	10	Packs <20 prohibited since 1997				282744		287623 Winfield				
Winfield	Extra Mild	20	9	0.8	9	11.3	9398	10677	8.95	9.25	4791	0.449	
	Extra Mild	25	9	0.8	9	11.3	39514	42678	11.40	11.80	19518	0.457	
	Extra Mild 2x 2	40	9	0.8	9	11.3		220		17.45	96	0.436	
	E-Mild 2x 25	50	delisted 2004				8799		21.70				
	Soft pack full f	20	no reported sales in 2004										
	KSF	20	13	1.2	12	10.8	40932	47188	8.95	9.25	21176	0.449	
	KSF	25	13	1.2	12	10.8	138577	138634	11.40	11.80	63402	0.457	
	KSF 20x 2	40	newly reported in 2004				0	709		12.45	221	0.311	
	KSF 25 x 2	50	delisted 2004				30		21.70	0.00	0		
	Menthol	10	Packs <20 prohibited since 1997										
	Menthol	20	13	1.0	13	13.0	4502	4888	8.95	9.25	2194	0.449	
	Menthol	25	13	1.0	13	13.0	19822	19824	11.40	11.80	9066	0.457	
	Menthol 2 x 2C	40	newly reported in 2004				0	152		17.45	66	0.436	
	Menthol 2 x 2E	50	delisted 2004				4		21.70	0.00	0		
	Superlights	20	no reported sales in 2004										
	Supermild	20	6	0.6	6	10.0	3327	4205	8.95	9.25	1887	0.449	
	Super Milds	25	6	0.6	6	10.0	17840	18448	11.40	11.80	8437	0.457	
BAT													
Benson & Hedges	Special filter	10	Packs <20 prohibited since 1997				332618		334956 Benson & Hedges				
	special filter	20	12	1.1	13	11	134172	135863	9.95	9.90	67563	0.497	
	special filter	25	12	1.1	13	11	114537	114725	10.95	12.10	50690	0.442	
	Golden Mild	10	Packs <20 prohibited since 1997								0		
	Special filter	30	no reported sales								0		
	Golden Mild	20	10	0.9	10	11	36765	38986	9.60	9.90	18762	0.481	
	Golden Mild	25	10	0.9	10	11	29997	29652	11.70	12.10	13916	0.469	
	Lights	20	delisted				1740	718		9.60	9.90	346	0.481
	Extra Mild	20	5	0.5	5	10	13676	14148	9.60	9.90	6809	0.481	
	Menthol	10	Packs <20 prohibited since 1997								0		
	Menthol	20	13	1.1	13	12	1455	838	9.60	9.90	403	0.481	
	Menthol	25	none reported as sold				0		0.00	0.00	0		
	FilterSoft Cup	20	delisted				208	26		9.60	9.90	12	0.481
	LightsSoftCup	20	delisted				69			9.60	0.00		
Sportsman							7930		6022 Sportsman				
	KSF	25	12	1.2	13	10	6719	5158	11.55	12.00	2391	0.464	
	Low tar	25	9	0.9	9	10	532	333	11.55	12.00	154	0.464	
	Menthol	25	13	0.9	13	14	680	531	11.55	12.00	246	0.464	
	State Expres Filter	20	12	1.2	11	10	4363	3843	9.80	10.10	1888	0.491	
	Lights	20	7	0.7	8	10	793	1295	9.80	10.10	636	0.491	
	Special mild	25	no reported sales										
	Mild Menthol	25	no reported sales										
	Ultra Mild	25	5	0.6	5	8	1412	562	11.70	12.10	264	0.469	
	Mild menthol	20	no reported sales				1283			9.75			
Topaz		20						1109	1109	10.10		0.505	
BAT total	<i>sales weighted</i>	<i>smoke</i>	10.8	1.0	10.7	10.1	1841475	total	1816096	BAT	831247	0.458	

Table G. Manufactured cigarettes continued

Brand	Variant or type	Pack size	Tar mg /cig	Nicotine mg /cig	CO mg /cig	Tar/Nic ratio	'000 sticks 2003	'000 sticks 2004	\$/pack Dec-03	\$/pack Dec-04	\$'000 sales avg price	Avg Price / cigarette	
Imperial brands from 1999 onwards													
formerly Rothmans brands							32473		33765 Peter Stuyvesant				
Peter Stuyve	Extra Mild	20											
	ExtraMildSoft	20											
	Extra Mild	25											
	Filter	20	14.0	1.1	14	13	12829	13533	9.70	9.95	6578	0.486	
	FilterSoft pack	20					540	102	9.70	9.95	50	0.486	
	UltraLight	20	4.0	0.5	5	8	1605	1595	9.70	9.95	775	0.486	
	Filter	25											
	Lights	20	10.0	0.9	10	11	16930	18401	9.70	9.95	8944	0.486	
	Lights Soft pac	20					569	134	9.70	9.95	65	0.486	
John Brando	Menthol	20	11.0	1.0	13	11	2147	1898	8.80	8.50	833	0.439	
John Brando	Menthol	25					490	458	10.80	10.50	197	0.431	
	Menthol	30											
	Mild	15					34129		31386 John Brandon				
	Mild	20	10.0	0.9	10	11	2830	2069	8.80	8.50	908	0.439	
	Mild	25					829	701	10.80	10.50	302	0.431	
	Mild	30	10.0	0.9	10	11	2351	1579	13.45	13.95	710	0.450	
	Special	15	Packs <20 prohibited since 1997										
	Filter	20	13.0	1.1	14	12	12853	11569	8.80	8.50	5076	0.439	
	Special Filter	25					1220	2980	10.80	10.50	1284	0.431	
	Special Filter	30	13.0	1.1	14	12	11409	10132	13.45	13.95	4557	0.450	
formerly Wills or BAT (Petone) brands													
Casino	KSF	20											
Horizon	KSF from Oct	10	Packs <20 prohibited since 1997				303006		297283 Horizon				
	KSF	20	12.0	1.1	14	11	38485	39091	8.95	9.25	17542	0.449	
	KSF	25	13.0	1.1	14	12	68753	62010	10.95	11.30	27233	0.439	
	KSF	30	12.0	1.1	14	11	61652	58451	12.85	13.30	25110	0.430	
	Mild	10	Packs <20 prohibited since 1997										
	Mild	20	10.0	0.9	10	11	14627	16404	8.95	9.25	7361	0.449	
	Mild	25	10.0	0.9	10	11	31724	31478	10.95	11.30	13824	0.439	
	Mild	30	10.0	0.9	10	11	20422	20781	12.85	13.30	8927	0.430	
	Menthol	10	Packs <20 prohibited since 1997										
	Menthol	20	12.0	1.0	14	12	15129	17631	8.95	9.25	7912	0.449	
	Menthol	25	12.0	1.0	14	12	24863	24457	10.95	11.30	10741	0.439	
		30	13.0	1.1	14	12	21704	22280	12.85	13.30	9571	0.430	
	Mild Menthol	20	10.0	1.0	10	10	542	675	8.95	9.25	303	0.449	
Horizon	Mild Menthol	25	10.0	1.0	10	10	2533	2013	10.95	11.30	884	0.439	
	Supermild	20					386	248	8.95	9.25	111	0.449	
	Supermild	25	6.0	0.6	6	10	1422	1060	10.95	11.30	466	0.439	
		30	7.0	0.7	7	10	764	704	12.85	13.30	302	0.430	
	Supermild	50											
John Players	Spec. filter	20	13.0	1.1	14	12	0	1784	9.55	9.90	854	0.479	
John Players	Lights	20	10.0	1.0	11	10	0	1283	9.55	9.90	615	0.479	

Table G. Manufactured cigarettes continued

Brand	Variant or type	Pack size	Tar mg /cig	Nicotine mg /cig	CO mg /cig	Tar/Nic ratio	'000 sticks 2003	'000 sticks 2004	\$/pack Dec-03	\$/pack Dec-04	\$'000 sales avg price	Avg Price / cigarette
Superlights called Superkings from 2001	Virginia Lights	20	12.0	1.0	12	12	5521	4609	8.95	9.25	2068	0.449
	Lights	20	8.0	0.8	7	10	4760	4644	8.95	9.25	2084	0.449
	Lights	40										
	Menthol	20	8.0	0.8	7	10	5349	5192	8.95	9.25	2330	0.449
							15630				14445 Superkings	
Peter Jacksc	KSF	14	Packs <20 prohibited since 1997				22117				20425 PeterJackson	
	KSF	20					235	132	9.15	9.45	61	0.459
	KSF	30	13.0	1.1	14	12	16155	15118	13.45	13.95	6799	0.450
	Mild	14	Packs <20 prohibited since 1997									
	Mild	20										
	Mild	30	9.0	0.9	10	10	3745	3720	13.45	13.95	1673	0.450
	Menthol	14	Packs <20 prohibited since 1997									
	Menthol	20										
	Menthol	30	12.0	1.0	14	12	1982	1455	13.45	13.95	654	0.450
Reemtsma (importer) (Imperial from 2003)											1349	
Davidoff	Classic	20	11.0	0.8	13	13.8	369	646	11.20	11.50	363	0.561
Davidoff	Classic Lights	20	7.0	0.6	8	11.7	346	703	11.20	11.50	395	0.561
Imperial			11.53	1.01	12.5	11.20	407355		401720		177703	0.442
total Imperial + BAT			sales-weighted smoke test means				2248830		2217816		Imperial+BAT all	0.455
							(2.25 billion)		(2.22 billion)			45.4 cents
Philip Morris												
Philip Morris from Australia												
Alpine		25	12.4	0.9		13	-35	-12	11.70	11.95	-6	0.469
	Lights Mentho	25	10.8	0.8		13	7	-17	11.70	11.95	-8	0.469
	Extralights Me	25	7.4	0.6		12	-50	35	11.70	11.95	16	0.469
Longbeach							30658		28020		Longbeach	
Longbeach	Filter tip	20	12.4	1.1	12.1	11	8226	5833	8.80	8.95	2570	0.441
		25	12.4	1.1	12.1	11	7267	5414	10.80	10.95	2342	0.433
		40	12.4	1.1	12.1	11		2498	15.95	16.20	997	0.399
		480						219	153.69	156.10	70	0.321
	Mild	20	10.3	1.0	11.0	11	4223	2860	8.80	8.95	1260	0.441
		25	10.3	1.0	11.0	11	4572	3508	10.80	10.95	1517	0.433
		40	10.3	1.0	11.0	11		1467	15.95	16.20	586	0.399
		480						131	153.69	156.10	42	0.321
	Menthol	20	7.3	0.7	9.3	11	1740	1109	8.80	8.95	489	0.441
		25	7.3	0.7	9.3	11	1423	1038	10.80	10.95	449	0.433
		40	7.3	0.7	9.3	11		768	15.95	16.20	307	0.399
		480						88	153.69	156.10	28	0.321
	Supermild	20	7.4	0.7	9.4	11	1297	870	8.80	8.95	383	0.441
		25	7.4	0.7	9.4	11	1910	1389	10.80	10.95	601	0.433
		40	7.4	0.7	9.4	11		740	15.95	16.20	295	0.399
		480						88	153.69	156.10	28	0.321

Table G. Manufactured cigarettes continued

Brand	Variant or type	Pack size	Tar mg /cig	Nicotine mg /cig	CO mg /cig	Tar/Nic ratio	'000 sticks 2003	'000 sticks 2004	\$/pack Dec-03	\$/pack Dec-04	\$'000 sales avg price	Avg Price / cigarette	
Marlboro	KS Red Asl	25	11.0	0.8	11.4	13	15735	13443	11.40	11.95	6155	0.458	
	Lights ex Asl	25	5.6	0.5	7.3	12	23014	21475	11.40	11.95	9832	0.458	
	Superlights	30									0	0.000	
	KS Soft packU	20	11.0	0.8	11.4	13	12679	10843	9.70	9.90	5268	0.486	
	Lights KS&flipi	20	5.6	0.5	7.3	12	33470	-1774	9.70	9.90	-862	0.486	
	KS Filter flipto	20	11.0	0.8	11.4	13	7307	7999	9.70	9.90	3886	0.486	
	Lights US soft	20	5.6	0.5	7.3	12	6623	5574	9.70	9.90	2708	0.486	
	Lights Mentho	20	5.1	0.4	7.5	13	4556	5104	9.70	9.90	2480	0.486	
	Mild KS	20	7.2	0.5	9.2	14		1439	9.70	9.90	699	0.486	
							103384		64819	Marlboro			
MarlboroUS	Lights 100regt	20											
	Medium KS HI	20	7.8	0.6	9.4	13							
Merit	Lights	20	7.3	0.6	9.7	12	-13	-15	9.30	9.30			
Merit	Lights Mentho	20	Merit last smoke tested in 2001					-7	-18	9.30	9.30		
Chesterfield	Virginia Classi	20	8.1	0.8	8.6	11		183	9.40	9.60	86	0.471	
	Mambaya Goli	20	7.8	0.6	9.2	13		155	9.40	9.60	73	0.471	
	Oriental Sun	20	8.3	0.7	9.2	13		150	9.40	9.60	71	0.471	
	Mixed Brick	240						261	9.40	9.60	10	0.039	
total Philip Morris			8.96	0.74	9.87	12.12	133944		92845	PM all	42373	0.456	
All other brands													
Moderna													
	Yuxi 20s	20	smoke not reported					280	900	9.50	133	0.475	
	Furangwong	20	smoke not reported					260		9.70	126	0.485	
	Lesser Panda	20	smoke not reported					360		9.30	167	0.465	
JT International								7732					
	Camel Filter	20	13.64	1.1	11.29	12.4	4153	3050	9.75	9.90	1489	0.488	
	Mild Seven Charcoal filter	20	12.0	0.8	12	15.0	1826	1554	9.70	9.90	755	0.486	
	Lights	20	7.0	0.6	7	11.7	2487	2295	9.70	9.90	1115	0.486	
	Superlights	20	4.0	0.4	5	10.0	833	833	9.70	9.90	405	0.486	
NewWorld (importer)									5438				
	Chung Hwa	20	15	1.4	nr	11.0	1824	1885	9.50	9.50	895	0.475	
	Chunghwa Lights	20	11	1.1	nr	10.4	721	829	9.50	9.50	394	0.475	
	Double Happiness	20	15	1.2	nr	12.5	445	1056	7.40	7.40	391	0.370	
	Double Happiness Lights	20	9	0.8	nr	11.3	142	271	7.40	7.40	100	0.370	
	Peony	20	13	1.2	nr	11.1	869	1398	7.40	7.40	517	0.370	
India Food Market													
	Gudang Garam Filter	20	not reported in 2004										
	Gudang Garam International	20	not reported in 2004										
Damoa Korea Tobacco Coy.									600				
	This	200	7	0.7	7	10.0	300	150	93.00	93.00	70	0.465	
	This Plus	200	6	0.7	7	9.2		100		94.00	47	0.470	
	Time	200	6	0.5	6	11.0	220	200	95.00	95.00	95	0.475	
	Esse Low tar	200	7	0.7	6	10.0	100	100	97.00	97.00	49	0.485	
	Esse Light	200	5	0.5	5	10.0		50		97.00	24	0.485	

Table G. Manufactured cigarettes continued												
Brand	Variant or type	Pack size	Tar mg /cig	Nicotine mg /cig	CO mg /cig	Tar/Nic ratio	'000 sticks 2003	'000 sticks 2004	\$ /pack Dec-03	\$ /pack Dec-04	'000 sales avg price	Avg Price / cigarette
Kings Company ex China via Australia									5446			
Shuangxi	KS Filter	20	16	1.3	14.8	12.3	780	3900		8.70	1697	0.435
Shuangxi	Light	20	12	1.1	12	10.9	250	19		8.70	8	0.435
Yangs	Light	20	13	1.1	12.6	11.8	30			8.70	0	
VE Logistics ex Von Eicken, Lubeck, Germany									1864			
Ashford	full flavour	20	16.19	1.51	15.2	10.7		1527		7.95	607	0.398
Ashford	Mild	20	10.48	0.9	12.45	11.6		161		7.95	64	0.398
Calume	full flavour	20	11.28	0.86	12.8	13.1		87		8.45	37	0.423
Calume	Vanilla flavour	20	11.95	0.88	13.2	13.6		89		8.45	38	0.423
South African Caffee												
21 assorted brands			not tested					22		12.50		0.625
total JTI,Reemtsma NewWorld etc			12.19	1.029	7.9	11.34	16982		20474		9221	0.451
Totals and sales weighted			10.838	0.977	11.0	10.403	2398468	2331135			1060545	0.456
2003-4: change in volume sales										-2.81%		
No. of brand variants on sale										183		

Notes KSF= king size filter

Negative sales values indicate more stock returned than sold.

Italicised values are volume-sales weighted.

Total sales in column h are derived from column g

Comment. In total, 2333 million cigarettes were sold in 2004, a decrease of 2.7% over the previous year

Retail sales of manufactured cigarettes were estimated at \$1.06 billion.

Table H. Cigarette prices, sales, and taxation, 1990-2004**H. 1. Manufactured cigarettes**

	Tax per cigarette	Price per GST cigarette tax/cig.	Trade, per cigarette	Tax paid releases	Trade's sales	Consumer expenditure	Volume Sales	Retail Sales	Excise estimated	Excise +GST	Trade share of price	
	\$	\$ inc GS	\$	\$ millions	\$ millions	\$ millions	millions	\$ millions	\$ millions	%	%	
Year	a	b	c	d	e	f	g	h	i	j	k	l
1990	0.12	0.22	0.02	0.08	4489	358	988			520	63.7%	36.3%
1996	0.16	0.29	0.03	0.09	3660	347	1043	3569	998	581	66.8%	33.2%
1997	0.16	0.30	0.03	0.10	3449	349	1026	3483	1002	563	66.0%	34.0%
1998	0.18	0.31	0.03	0.09	3263	309	1012	3296	1070	590	69.4%	30.6%
1999	0.19	0.33	0.04	0.10	3119	317	1036	3183	1086	604	69.4%	30.6%
2000	0.22	0.38	0.04	0.11	3152	352	1193	2721	1030	708	70.5%	29.5%
2001	0.25	0.42	0.05	0.12	2608	319	1085	2516	1036	645	70.6%	29.4%
2002	0.25	0.44	0.05	0.14	2817	388	1239	2581	1075	714	68.7%	31.3%
2003	0.26	0.45	0.05	0.14	2367	329	1063	2596	1150	615	69.0%	31.0%
2004	0.26	0.46	0.05	0.14	2320	328	1058	2333	1060	612	69.0%	31.0%
1990-04	124%	104%	104%	74%	-47%	-8%	8%			18%	8%	-15%

Notes:

- a Excise rate per cigarette. NZ Customs. www.customs.govt.nz
- b Manufacturers returns. Average recommended retail price (RRP), averaged January through December.
- c GST, currently one ninth of b
- d Trade share = b minus a minus c
- e Tax paid releases from bond. www.statistics.govt.nz
- f Trade share = product of d and e. This share is decreased if RRP in b above is discounted.
- g Consumers' spend = product of b and e
- h Manufacturers' returns of reported volume sales. Should approximate to e From Table G.
- i Manufacturers' returns of \$ sales. Product of b and i. Should approximate to j. From Table G.
- j Estimated excise includes import duty but not GST. Product of a and h
- k Government share of price = $\frac{b+d}{c}$ (Excise + GST).
- l Trade share of price = $\frac{d}{b}$ % Does not allow for discounting.

Comment: The retail trade in manufactured cigarettes is worth \$1 billion, of which 58% is excise, and 11% GST.
Cigarette sales (2333 million) approximate to tax paid releases.(2320 million).

H. 2. Hand-rolled cigarettes

	Tax per gram	Price per GST per gram	Trade per gram	Tax paid releases	Trade's sales	Consumer expenditure	Volume Sales	Retail Sales	Excise estimated	Excise +GST	Trade share of price	
	\$	\$ inc GS	\$	tonnes	\$ millions	\$ millions	tonnes	\$ millions	\$ millions	%	%	
Year	a	b	c	d	e	f	g	h	i	j	k	l
1990	0.11	0.18	0.02	0.06	602	34	110			64	69.2%	30.8%
1996	0.20	0.33	0.04	0.09	658	61	215	674	220	131	71.9%	28.1%
1997	0.20	0.34	0.04	0.10	732	71	247	699	202	149	71.3%	28.7%
1998	0.23	0.37	0.04	0.10	756	77	279	724	267	171	72.4%	27.6%
1999	0.24	0.40	0.04	0.11	736	83	294	710	286	178	71.7%	28.3%
2000	0.28	0.45	0.05	0.12	841	103	381	730	358	236	73.1%	26.9%
2001	0.31	0.50	0.06	0.13	780	105	390	732	370	241	73.0%	27.0%
2002	0.32	0.51	0.06	0.14	810	111	413	775	396	257	73.2%	26.8%
2003	0.32	0.53	0.06	0.15	795	118	424	803	428	258	72.1%	27.9%
2004	0.33	0.56	0.06	0.17	841	139	468	837	448	278	70.4%	29.6%
1990-04	207%	193%	193%	165%	32%	250%	287%			306%		

Note: Calendar year prices are based on average of December to December prices.

Column notes as for Table H.1.

Comment: Volume releases from bond (841 tonnes) approximate to reported sales (837 tonnes).

Table H. Cigarette prices and taxation continued

H 3. The total cigarette market, 1990-04 in current dollars

	<i>Tax per cigarette</i> \$	<i>\$ per cigarette</i> GST inc.	<i>GST tax/cig.</i> \$	<i>Trade \$ / cigarette</i> \$	<i>Tax paid releases</i> million	<i>Trade's sales</i> million	<i>Consumer expenditure</i> million	<i>Volume Sales</i> millions	<i>Retail Sales</i> million	<i>Excise estimate</i> million	<i>Excise +GST</i> %	<i>Trade share of price</i> %
Year	a	b	c	d	e	f	g	h	i	j	k	l
1990	0.11	0.22	0.02	0.08	5091	392	1097			583	64.3%	35.7%
1996	0.16	0.29	0.03	0.09	4318	407	1258	4243	1218	711	67.6%	32.4%
1997	0.17	0.30	0.03	0.10	4181	420	1273	4182	1204	712	67.0%	33.0%
1998	0.19	0.32	0.04	0.10	4019	386	1290	4020	1337	761	70.1%	29.9%
1999	0.20	0.34	0.04	0.10	3855	400	1329	3893	1372	782	69.9%	30.1%
2000	0.24	0.39	0.04	0.11	3993	455	1574	3451	1388	944	71.1%	28.9%
2001	0.26	0.44	0.05	0.13	3388	424	1475	3248	1406	887	71.2%	28.8%
2002	0.27	0.46	0.05	0.14	3627	498	1653	3356	1471	971	69.8%	30.2%
2003	0.28	0.47	0.05	0.14	3162	448	1487	3399	1578	873	69.9%	30.1%
2004	0.28	0.48	0.05	0.15	3161	467	1526	3170	1508	890	69.4%	30.6%
1990-04	146%	124%	124%	92%	-38%	19%	39%			53%	8%	-14%

H. 4. The total cigarette market, 1990-04 in constant (1995) dollars

	<i>Tax per cigarette</i> \$	<i>\$ per cigarette</i> GST inc.	<i>GST tax/cig.</i> \$	<i>Trade \$ / cigarette</i> \$	<i>Tax paid releases</i> million	<i>Trade's sales</i> million	<i>Consumer expenditure</i> million	<i>Volume Sales</i> millions	<i>Retail Sales</i> million	<i>Excise estimate</i> million	<i>Excise +GST</i> \$	<i>Consumer price index 1995=1000</i>
1995\$	a	b	c	d	e	f	g	h	i	j	k	l
1990	0.13	0.24	0.03	0.087	5091	443	1240			659	0.16	885
1996	0.16	0.29	0.03	0.093	4318	402	1241	4243	1201	701	0.19	1014
1997	0.17	0.30	0.03	0.097	4181	407	1235	4182	1168	690	0.20	1031
1998	0.18	0.31	0.03	0.092	4019	370	1236	4020	1281	729	0.22	1044
1999	0.19	0.33	0.04	0.099	3855	382	1270	3893	1310	747	0.23	1047
2000	0.22	0.37	0.04	0.107	3993	429	1483	3451	1308	890	0.26	1061
2001	0.24	0.40	0.04	0.115	3388	388	1349	3248	1286	811	0.28	1093
2002	0.24	0.41	0.05	0.123	3627	445	1474	3356	1312	866	0.28	1121
2003	0.24	0.41	0.05	0.124	3162	391	1298	3399	1378	763	0.29	1145
2004	0.24	0.41	0.05	0.126	3161	399	1305	3170	1289	761	0.29	1170
2003-4	-0.3%	0.5%	0.5%	2.0%	0.0%	2.0%	0.5%	-6.7%	-6.5%	-0.3%	-0.1%	2.2%
1990-04	86%	69%	69%	45%	-38%	-10%	5%			15%	83%	32%

Notes Column l = general consumer price index, from: www.statistics.govt.nz

Comment: Excise per cigarette has risen by 86% in real terms since 1990.

Cigarette consumption (including RYO) has fallen by 38%, before allowing for adult population growth.

After allowing for population growth, consumption for all tobacco products fell by 49% per adult in this period. (Table B2.)

This equates to a price sensitivity of $49/86 = 0.57$, or a 10% price rise accompanied by a 5.7% fall in consumption.

Table I. Hand-rolling tobacco and pipe tobacco sales, 2004

based on manufacturers' returns to Ministry of Health

I.1 Cigarette tobacco sales

Brand	Variant	g / pack	2004 Kg sold	Dec-03 \$/pack	Dec-04 \$/pack	JanDec04 \$ price /g	2004 \$'000 sold	Major Brands Total Kg sold
BAT								
Park Drive	Regular	15	Under 30 g prohibited since 1997					
	Regular	30	107889	16.95	17.95	0.57	61257	
	Regular	50	76931	27.45	29.15	0.55	42453	
	Mild	30	31636	16.95	17.95	0.57	17962	
	Mild	50	20273	27.45	29.15	0.55	11187	
	Menthol	30	13597	16.95	17.95	0.57	7720	Park Drive
	Menthol	50	8027	27.45	29.15	0.55	4430	258981
	Retrobox, Dispenser		628	at avg p delisted		0.56	352	
Port Royal	Regular	15	Under 30 g prohibited since 1997					
	Regular	30	163861	16.95	17.95	0.57	93037	
	Regular	50	108169	27.45	29.15	0.55	59691	
	Regular, tin	30	478	16.95	17.95	0.57	271	delisted
	Dispenser	300	368	at avg price		0.56		delisted
Port Royal	Kentucky Bourbon	30	10952	16.95	17.95	0.57	6218	
Port Royal	Kentucky Bourbon	50	7475	27.45	29.15	0.55	4125	Port Royal
Three Cast	Regular	50	1690	27.65	29.15	0.56	939	291303
Holiday	Regular	10	Under 30 g prohibited since 1997					
Holiday	Regular	15	Under 30 g prohibited since 1997					
Holiday	Regular	30	36907	16.65	17.45	0.56	20565	
Holiday	Regular	50	27833	26.75	27.95	0.54	14946	
Holiday	Menthol	10	Under 30 g prohibited since 1997					
Holiday	Menthol	15	Under 30 g prohibited since 1997					
Holiday	Menthol	30	12225	16.65	17.45	0.56	6812	Holiday
Holiday	Menthol	50	5775	26.75	27.95	0.54	3101	82988
Holiday	Menthol	40	14.7	21.95	21.95	0.55	8	
Holiday	regular	40	33	21.95	21.95	0.55	18	
Holiday	2x 30	60	200.5	33.9	33.9	0.57	113	delisted
Samson	Half shag	30	118	16.95	17.45	0.57	67	
Samson	Half shag	50	522	24.95	27.95	0.50	263	
Samson	Half shag Tin	50						
Samson	Mild	30						
Samson	Mild	50						
Winfield	Regular	25						
	Regular	30	5955	16.95	17.45	0.57	3373	
	Regular	50	4720	24.95	27.95	0.50	2379	
Winfield	Mild	25						
	Mild	50						
Total cigarette tobacco sold by BAT			646277			0.56	361288	

98% of BAT's cigarette tobacco sales were due to three brands - Port Royal, Park Drive, and, to a lesser extent, Holiday.

Table I. 1. Cigarette tobacco sales continued

Brand	Variant	g / pack	2004 Kg sold	Dec-03 \$/pack	Dec-04 \$/pack	JanDec04 \$ price /g	2004 \$'000 sold	Major Brands Total Kg sold
IMPERIAL								
Bank	Regular	50	1186	24.95	26.65	0.50	595	
Greys	Fine Cut	50	1115	27.65	29.35	0.56	620	
Horizon	Regular	10	Under 30 g prohibited since 1997					
Horizon	Regular	30	16187	16.65	17.45	0.56	9020	
Horizon	Regular	50	9742	25.95	27.95	0.52	5089	
Horizon	Regular	40	11261	20.95	21.95	0.53	5921	
Horizon	Regular	60						
Horizon	Mild	10	Under 30 g prohibited since 1997					
Horizon	Mild	30	5530	16.65	17.45	0.56	3081	
Horizon	Mild	50	3977	26.75	27.95	0.54	2136	
Horizon	Mild	40	2796	20.95	21.95	0.53	1470	
Horizon	Mild	60						
Horizon	Menthol	10	Under 30 g prohibited since 1997					
Horizon	Menthol	30	6765	16.65	17.45	0.56	3770	
Horizon	Menthol	50	3121	26.75	27.95	0.54	1676	Horizon
Horizon	Menthol	40	3301	20.95	21.95	0.53	1736	62680
Horizon	Menthol	60						
Pocket Edit	Regular	30	24271	16.95	17.95	0.57	13781	
Pocket Edit	Regular	50	17195	27.45	29.15	0.55	9489	
Pocket Edit	Mild	30	395	16.95	17.95	0.57	224	
Pocket Edit	Mild	50	572	27.45	29.15	0.55	316	Pocket
Drum	Regular	30	15816	16.95	17.95	0.57	8980	42433
Drum	Regular	50	24853	27.45	29.15	0.55	13715	
Drum	Bright silver	30	540	16.95	17.95	0.57	307	
Drum	Mild	30	7006	16.95	17.95	0.57	3978	
Drum	Mild	50	7173	26.65	27.95	0.54	3839	
Drum	Extra Mild	30	583	16.95	17.45	0.57	330	Drum
Drum	Bright gold	30	540	16.95	17.45	0.57	306	56511
Virginia Go	Regular	30	2378	16.75	17.75	0.56	1334	
Virginia Go	Regular	50	3164	27.45	29.15	0.55	1746	
Virginia Go	Mild	30						
Virginia Go	Mild	50						
Evergreen	Regular	50						
Riverstone	Regular	30	3616	16.3	16.65	0.54	1968	
Riverstone	Regular	50	2832	26.15	26.75	0.52	1484	
Total cigarette tobacco sold by Imperial			175915			0.551	96909	
Philip Morris								
Marlboro	RYO	30	-8220	14.73	14.73	0.49	-4036	Marlboro
Marlboro	RYO	50	-7050	23.72	23.72	0.47	-3345	-15270
Black & White		30	-4620	16.35	16.7	0.55	-2522	
Black & White		50						
Philip Morris total			-19890			0.498	-9903	
VE Logistics								
Bull brand	Light Shag	50	4		25.95	0.519	2	
Bull brand	Mixed Shag	50	4		25.95	0.519	2	
total			7				4	
Isla			8				4	
Total cigarette tobacco sold, all firms			802310			0.559	448298	

837 tonnes of cigarette tobacco were sold by manufacturers and importers in 2004 to the domestic market.

This excludes some duty free sales.

At recommended retail prices, consumers would have paid \$466 million dollars

I. 2. Pipe tobacco sales

Brand	Variant	g / pack	2004 Kg sold	Dec-03 \$/pack	Dec-04 \$/pack	JanDec04 \$ price /g	2004 \$'000 sold	Major Brands Total Kg sold
BAT								
Erinmore	Mixture	50	2504	27.75	30.7	0.56	1402	Erinmore
Erinmore	Flake	50	2278	27.75	30.7	0.56	1275	4782
Dunhill	Flake	50	380	27.75	30.7	0.56	213	
Flagship	Flake	50						
Amstel		50						
BAT total			5162			0.560	2890	
Imperial								
Amphora	Red aromatic	50	192	29.05	30.75	0.58	112	
Amphora	Brown regular	50	531	29.05	30.75	0.58	310	
Total Imperial pipe tobacco			723			0.584	422	
Swedish Match								
Borkum	Black Cavenish	50	117	27.95	29.95	0.56	66	
Riff	Cherry Cavendish	50	274	27.95	29.95	0.56	154	
	UltraLight	50	219	27.95	29.95	0.56	123	
	Whisky	50	345	27.95	29.95	0.56	194	
	Riff Vanilla Cavendish	50	40	27.95	29.95	0.56	22	
Total Swedish Match Pipe			995			0.562	560	
Other firms (VE Logistics)			8.8				5	
Total pipe tobacco sold			6888.8			0.563	3877	
Total loose tobacco sold			809199			0.559	452175	

Pipe tobacco sold by manufacturers and importers amounted to 6.9 tonnes, generating \$3.9 million at retail. BAT and Imperial were the only firms reporting pipe tobacco sales.