

**Tobacco Used 2004 Tables A to E**

Manufacturers' returns to Ministry of Health 2005

**Table A. Firms' tobacco use and sales, by tobacco product class, 2004****A.1 Tobacco used and cigarette sales, by all firms reporting**

<i>Kg tobacco used</i>	<i>Cigarette.</i>	<i>RYO</i>	<i>Pipe</i>	<i>Cigars</i>	<i>All</i>	<i>Cigarette sales '000</i>
1. British American BAT*	1291460	646277	5162	4442	1947341	1816096
2. DFS NZ Ltd#	55.5	0	0	137.66	0	745
3. Fine	0	0	0	485	485	0
4. Imperial*	285111	175919	723	0	461753	401720
5. Isla		8	0	0	8	8
6. JTI	6534	0	0	0	6534	7732
7. Kings	952	0	0	0	952	1190
8. Korea	716	0	0	0	716	600
9. Moderna	720	0	0	210	930	900
10. New World	83	0	0	0	83	5438
11. Philip Morris**	101525	-19890	0	3764	85399	93000
12. South African Caffee	17	0	0	0	17	22
13. Stuart Alexander	0	243	0	4163	4406	0
14. Swedish Match	0	0	995	3383	4378	0
15. VE Logistics	1491	7	9	77	1584	1864
Total in tonnes	1688.6	802.6	6.9	16.5	2514.6	2328.6 million

\* As for BAT, Imperial's RYO value for tobacco used is based on tobacco + additives

#Duty free sales were not reported; for this reason DFS sales therefore not included in totals.

**A.2 Sales in millions of sticks or tonnes of smoking tobacco, by firms**

<i>Company</i>	<i>BAT</i>	<i>Imperial</i>	<i>PM</i>	<i>Others</i>	<i>Total</i>	<i>unit</i>
Cigarettes	1809.0	400.0	93.0	31.0	2333.0	millions of sticks
RYO	647.9	175.9	13.1	0.0	836.9	tonnes
Pipe	5.2	0.7	0.0	1.0	6.9	tonnes
Cigars 2g*	2.2	0.0	1.9	4.2	8.3	tonnes
Total sticks, or grams of loose tobacco					3185.1	
% of cigarette sales						PM = Philip Morris
	77.5%	17.1%	4.0%	1.3%	100.0%	* 2g estimated per stick

**A.3 Tobacco used, by firms; tonnes**

<i>Company</i>	<i>BAT</i>	<i>Imperial</i>	<i>PM</i>	<i>Others</i>	<i>Total</i>	<i>Dry fraction</i>	<i>Tobacco dry weight</i>
cigarettes	1291.5	285.1	101.5	10.6	1688.7	0.865	1460.7 69.0%
RYO	646.3	175.9	6.1	0.3	828.5	0.80	662.8 30.2%
pipe	5.2	0.7	0.0	1.0	5.8	0.79	4.6 0.2%
cigars	4.4	0.0	3.8	8.3	16.5	0.88	14.5 0.5%
Moist total	1947.3	461.7	111.3	20.2	2539.6		
Dry total	1642.1	387.9	96.0	17.5	2142.7		2142.7 100%
Dry as %	76.6%	18.1%	4.5%	0.8%	100%		

The dry weight of tobacco used in manufacture was estimated after subtracting moisture thus:

For manufactured cigarettes, 13.5% of moisture; for hand-rolled tobacco, 20%; for pipe tobacco, 19%; cigars 12%.

BAT = British American Tobacco; PM = Philip Morris

Comment BAT used 77% of all tobacco used, after allowing for moisture content.

The three main firms accounted for 99% of total (dry) tobacco used.

**Table B. Tobacco used in cigars and all tobacco products****B.1 Tobacco used in cigars, 1990-2004**

Year 31 Dec	Cigars Tonnes		Cigars Tonnes		Cigars Tonnes		No. of cigars Millions Total	
	BAT	Imperial	PM	Other	All firms			
1990	2	0	0			3	1	
1991	2	*			9	11	5	
1992	3	*				3	1	
1993	3			7 *		10	5	
1994	4	*				4	2	
1995	4			0	7	11	6	
1996	4	*		*		4	2	
1997	5	0		2	8	15	8	
1998	5	0		3	9	17	8	
1999	5			4	8	18	9	
2000	5	0		13	6	24	12	
2001	5			4	4.4	14	7	
2002	5	0		3	6.7	16	8	
2003	5			**3	4.8	13	7	
2004	4.4			4	8.3	<b>16.5</b>	8	
2003-4							27%	
1990-04							559%	

\* missing data

\*\*No return from PM; 2002 value used

Note: Some under-reporting prior to 1997. Number based on nominal 2 g / cigar.

**B.2 Tobacco in all products, 1990-2004**

Year ending 31 Dec	All products		All tobacco		Estimated resident population calendar year age 15+ millions	Notes
	moist tobacco tonnes	dry weight tobacco tonnes	used incl cigars moist g/adult	tax paid incl. cigars g/adult		
1990	4391	3758	1700	1972	2.5829	Prior to 1991, defacto population was used.
1991	3836	3275	1429	1742	2.7040	From 1991, population is estimated as
1992	3393	2892	1250	1561	2.7332	the fraction age 15 years and over in the year
1993	3326	2830	1212	1531	2.7673	ending June applied to the total mean
1994	3423	2908	1231	1472	2.8065	resident population in that calendar year.
1995	3452	2934	1222	1472	2.8515	From www.statistics.govt.nz in Demographic
1996	3452	2941	1203	1506	2.8958	Yearbook tables.
1997	3402	2896	1170	1443	2.9282	
1998	3258	2771	1112	1377	2.9393	Prior to 1999, read Rothmans for BAT, and
1999	3115	2647	1061	1319	2.9595	read Wills for Imperial.
2000	2845	2414	960	1355	2.9808	
2001	2580	2186	867	1144	3.0075	Dry weight of tobacco was based on moisture
2002	2755	2334	916	1211	3.0611	at 13.5% in manufactured cigarettes, 20% in
2003	2539	2144	812	1016	3.1259	RYO tobacco, 19% in pipe tobacco, 12% in
2004	2521	2143	<b>793</b>	<b>1000</b>	3.1780	cigars
2003-4	-0.7%	-0.1%	-2.3%	-1.6%	1.7%	Excise was paid on 3177 million cigarettes or
1990-04	-42.6%	-43.0%	-53.3%	-49.3%	23%	grams of loose tobacco or cigars in 2004.

**Table C. Tobacco used in manufactured cigarettes, 1990-2004**

Year ending 31 Dec.	Cigarettes # BAT tonnes	Cigarettes # Imperial tonnes	Cigarettes # PM tonnes	Cigarettes # Others tonnes	Tobacco # All firms tonnes	Released for sale excise data millions	Tobacco # g per cigarette	Tobacco Dry weight g per cigarette	Per adult in cigarettes g #
	a	b	c	d	a+b+c+d	f	g=f/e	h=0.865g	e/pop15+*
1990	2745	1024	*1	*	3770	<b>4489</b>	0.840	0.727	1460
1991	2271	879	*	*	3150	<b>4014</b>	0.785	0.679	1165
1992	2030	666	32	*	2729	<b>3466</b>	0.787	0.681	998
1993	1973	572	47	*	2593	<b>3381</b>	0.767	0.663	937
1994	1874	668	56	*	2597	<b>3396</b>	0.765	0.662	926
1995	1862	703	57	13	2635	<b>3338</b>	0.772	0.668	924
1996	1939	730	69	8	2746	<b>3660</b>	0.750	0.649	948
1997	1866	710	87	8	2671	<b>3449</b>	0.775	0.670	912
1998	1705	682	108	7	2502	<b>3263</b>	0.767	0.663	851
1999	1622	631	101	5	2358	<b>3119</b>	0.756	0.654	797
2000	1593	386	108	5	2092	<b>3152</b>	0.664	0.574	702
2001	1425	319	109	9	1861	<b>2608</b>	0.714	0.617	619
2002	1519	343	115	12	1988	<b>2817</b>	0.706	0.611	650
2003	1300	304	106	10	1720	<b>2367</b>	0.727	0.628	550
2004	1291	285	102	11	1689	<b>2320</b>	0.728	0.630	531
2003-4	-0.7%	-6.2%	-4.4%	13.2%	-1.8%	-2.0%	0.2%	0.2%	-3.4%
1990-04	-52.9%	-72.2%	*	*	-55.2%	-48.3%	-13.3%	-13.3%	-63.6%

\* under reported. # Moist weight.

Duty-free sales reports were not included.

\*For adult population aged 15 years and over see Table B2.

Column	Note
a	BAT = British American Tobacco. For data prior to 1999, read Rothmans.
b	Imperial Tobacco Company. For data prior to 1999, read WD and HO Wills NZ Ltd.
c	PM = Philip Morris.
e	e=a+b+c+d Based on reported moist weight of tobacco used in manufacture.
f	Excise data. Based on counting each cigarette, or gram of non-cigarette tobacco. Data from Statistics NZ of tax-paid releases into the domestic market (production + imports).
g	Moist weight of tobacco per manufactured cigarette.
h	Dry weight Assumes 13.5% moisture content in manufactured cigarettes.
i	Mean usually resident adult population aged 15 years and over; from Table B2.
j	Tobacco in manufactured cigarettes per adult aged 15 years and over, whether smoker or not.

**Table D. Tobacco used in RYO cigarette and pipe tobaccos, 1990-2004**

For data prior to 1999, for BAT read Rothmans; for Imperial read Wills.

**D 1. Cigarette RYO tobacco**

Year end Dec.	BAT tonnes	Imperial tonnes	PM tonnes	Other tonnes	All firms' use tonnes	All sales tonnes	Notes
	a	b	c	d	e	f	
1990	249	342			591		For data prior to 1999, for BAT, read Rothmans; for Imperial, read Wills.  e=a+b+c+d This is all firms' total reported usage of tobacco in manufacture. f=moist tonnage reported as sold by brand (Table H.1).
1991	280	366			647		
1992	323	312		4.6	640		
1993	320	370		3.2	694		
1994	316	477	5		798	793	
1995	306	477			782	782	
1996	257	422	3	1.1	683	674	
1997	251	442	6		699	699	
1998	254	462	7	1.2	724	724	
1999	265	455	6	0.6	727	710	
2000	533	180	8		721	710	
2001	545	146	7		698	731	
2002	584	151	7		742	775	
2003	617	179	2		799	803	
2004	646	176	-20	0.3	803	837	
2003-4	4.7%	-1.9%			0.5%	4.3%	
1990-04	159.9%	-48.5%			35.9%		

**D.2 Pipe Tobacco, and all loose tobacco**

Year ending	Pipe Tobacco				Loose tobacco (RYO & pipe)			
	Tobacco used	Tobacco used	Tobacco used	Tobacco used	Tob. used RYO+pipe	RYO+pipe inc cigars	Excise -paid	
	BAT tonnes	Imperial tonnes	PM tonnes	All tonnes	Moist tonnes	Moist g/adult	RYO+pipe tonnes	RYO+pipe Moist g/adult
1990	25	3		27	618	240	602	233
1991	22	7		29	675	256	652	241
1992	20	2		22	662	245	768	281
1993	19	6	4	28	722	267	810	293
1994	18	6		24	822	297	694	247
1995	17	6		23	805	289	808	283
1996	14	5		19	701	246	658	227
1997	14	2		16	715	251	732	250
1998	15	0		15	739	258	756	257
1999	12	0		12	739	258	736	249
2000	8	1.1	0	9	730	254	841	282
2001	7	0.8		8	705	242	780	259
2002	7	0.7	1.379	9	751	255	810	265
2003	6	0.7	1.254	8	807	260	795	254
2004	5	0.7	0.995*	7	809	261	841	265
2003-4	-15.0%	2.3%		-14.4%	0.3%	0.4%	5.8%	4.0%
1990-04	-79%	-72%		-75%	31%	9%	40%	14%

Loose tobacco use per adult continues to increase, despite lessening use of pipe tobacco.

Excise paid data does not include cigars.

For mean resident adult population see Table B2.

\*Swedish Match, not Philip Morris

**Table E. Firms' market share of tobacco used**

Prior to 1999, for BAT read Rothmans; for Imperial read Wills.

**E 1. Tobacco product classes by tobacco usage 1990-2004**

YE Dec	Cigarettes	Ryo tobacc	Pipe tobacc	Cigars	Oral*	Total
1990	86.8%	12.6%	0.6%	0.1%	0.0%	100%
1991	83.2%	15.8%	0.7%	0.3%	0.0%	100%
1992	81.6%	17.7%	0.6%	0.1%	0.0%	100%
1993	79.2%	19.6%	0.8%	0.3%	0.0%	100%
1994	77.3%	22.0%	0.7%	0.1%	0.0%	100%
1995	77.7%	21.3%	0.6%	0.3%	0.0%	100%
1996	80.8%	18.6%	0.5%	0.3%	0.0%	100%
1997	80.1%	19.4%	0.5%	0.5%	0.0%	100%
1998	78.1%	20.9%	0.4%	0.5%	0.0%	100%
1999	77.1%	22.0%	0.4%	0.6%	0.0%	100%
2000	74.9%	24.2%	0.3%	0.9%	0.0%	100%
2001	73.6%	25.8%	0.3%	0.6%	0.0%	100%
2002	73.7%	25.8%	0.3%	0.6%	0.0%	100%
2003	69.4%	30.2%	0.3%	0.5%	0.0%	100%
2004	69.0%	30.2%	0.2%	0.5%	0.0%	100%

Based on Table A3. \*commercial import and sale not permitted since 1987.

Note: Percentages were based on dry weight of tobacco after subtracting moisture  
For manufactured cigarettes, 13.5% of moisture has been subtracted;  
For RYO and pipe tobacco, 19%, and for cigars, 12% moisture has  
been subtracted, before estimating total dry tobacco weight and percentages.

**E. 2 Tobacco used, by firm; tonnes, 1990-2004**

ending 31 Dec.	All products BAT tonnes	All products Imperial tonnes	All products Philip Morri tonnes	All products Other tonnes	All products moist tonnes	Change % from previous year
1990	3023	1369	1	27	4420	
1991	2573	1252	0	29	3854	-12.8%
1992	2374	980	32	27	3412	-11.5%
1993	2312	949	51	32	3344	-2.0%
1994	2208	1151	61	24	3443	3.0%
1995	2185	1186	57	36	3464	0.6%
1996	2211	1157	72	28	3468	0.1%
1997	2132	1154	94	9	3389	-2.3%
1998	1975	1144	115	8	3242	-4.3%
1999	1900	1086	107	6	3099	-4.4%
2000	2139	567	129	11	2846	-8.2%
2001	1982	465	119	13	2580	-9.3%
2002	2115	495	127	18	2755	6.8%
2003	1928	484	113	15	2539	-7.8%
2004	1947	443	112	19	2521	-0.7%

Note: BAT accounted for 76% of all tobacco used in manufacture in 2003.  
This table is based on the weight of moist tobacco used.

**E.3 Firms' manufactured cigarette volume sales**

Year to Dec.	BAT millions	Imperial millions	P.Morris millions	Other millions	Total millions
1994	2428	881	69	0	3378
1995	2425	928	59		3412
1996	2529	960	83	10	3583
1997	2432	932	110	10	3484
1998	2301	833	158	8	3300
1999	2230	830	148	7	3215
2000	2170	421	128	3	2722
2001	1956	426	132	7	2521
2002	2060	458	139	13	2670
2003	2039	407	134	1	2580
2004	1809	400	93	18	2333
2003-4	-11.3%	-1.8%	-30.6% *		-9.6%
1994-04	-25.5%	-54.6%	35.2%		-30.9%

\* Reporting of 'others' was more complete in 2004

Total reported sales for 2004 (2333 million) tallied with tax-paid sales data.

**E.4 Firms' share by volume of manufactured cigarettes sold**

YE Dec	BAT	Imperial	P.Morris	Other	All
1994	72%	26%	2%	0%	100%
1995	71%	27%	2%	0.0%	100%
1996	71%	27%	2%	0.3%	100%
1997	70%	27%	3%	0.3%	100%
1998	70%	25%	5%	0.2%	100%
1999	69%	26%	5%	0.2%	100%
2000	80%	15%	5%	0.1%	100%
2001	78%	17%	5%	0.3%	100%
2002	77%	17%	5%	0.5%	100%
2003	79%	16%	5%	0.0%	100%
2004	78%	17%	4%	0.8%	100%

Comment: BAT increased market share after its merger with Rothmans in 1999.

**E.5 Firms' share by weight, of dry tobacco used**

YE Dec	BAT	Imperial	P.Morris	Other	All
1990	68.4%	31.0%	0.0%	0.6%	100.0%
1991	66.8%	32.5%	0.0%	0.7%	100.0%
1992	69.6%	28.7%	0.9%	0.8%	100.0%
1993	69.2%	28.4%	1.5%	0.9%	100.0%
1994	64.1%	33.4%	1.8%	0.7%	100.0%
1995	63.1%	34.2%	1.6%	1.0%	100.0%
1996	63.7%	33.4%	2.1%	0.8%	100.0%
1997	62.9%	34.0%	2.8%	0.3%	100.0%
1998	60.9%	35.3%	3.6%	0.2%	100.0%
1999	61.3%	35.0%	3.5%	0.2%	100.0%
2000	75.2%	19.9%	4.5%	0.4%	100.0%
2001	76.8%	18.0%	4.6%	0.5%	100.0%
2002	76.8%	18.0%	4.6%	0.7%	100.0%
2003	75.9%	19.1%	4.4%	0.6%	100.0%
2004	77.3%	17.5%	4.4%	0.8%	100.0%