

Tobacco in Malaysia

Market Direction | 2022-07-05 | 49 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

In 2021, tobacco saw a recovery in current value sales. This was largely the result of the phased easing of COVID-19 related restrictions during the year and consumers returning to workplaces, bars and restaurants, and partaking in social gatherings again, which led to an increase in social smoking.

Euromonitor International's Tobacco in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tobacco market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Tobacco in Malaysia
Euromonitor International
July 2022

List Of Contents And Tables

TOBACCO IN MALAYSIA

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

Plain packaging

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

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 MALAYSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Cigarette sales rise as people return to workplaces and partake in social events again

A decline in illicit trade benefits legal sales of cigarettes in 2021

British American Tobacco maintains its lead but price band switches seen

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Popularity of economy and mid-priced cigarettes set to be maintained as rising inflation places a downward pressure on consumer purchasing power

Some consumers likely to move to other tobacco products they perceive as safer

Illicit trade set to stabilise at a high level

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 MALAYSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales of cigars, cigarillos and smoking tobacco slowly recovers as tobacco specialists reopen

As a cheaper option than cigarettes, fine cut tobacco maintains solid growth

Swisher retains its lead in cigars and Sincere in smoking tobacco

PROSPECTS AND OPPORTUNITIES

As incomes recover, consumers will return to smoking cigars and cigarillos

Rising awareness of cigar smoking likely to contribute to the return to growth

Fine cut tobacco will remain popular early in the forecast period due to its low price

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 NBO Company Shares of Smoking Tobacco: % Volume 2017-2021
 Table 46 LBN Brand Shares of Smoking Tobacco: % Volume 2018-2021
 Table 47 NBO Company Shares of Pipe Tobacco: % Volume 2017-2021
 Table 48 LBN Brand Shares of Pipe Tobacco: % Volume 2018-2021
 Table 49 NBO Company Shares of Fine Cut Tobacco: % Volume 2017-2021
 Table 50 LBN Brand Shares of Fine Cut Tobacco: % Volume 2018-2021
 Table 51 Distribution of Cigars and Cigarillos by Format: % Volume 2016-2021
 Table 52 Distribution of Smoking Tobacco by Format: % Volume 2016-2021
 Table 53 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2021-2026
 Table 54 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2021-2026
 Table 55 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2021-2026
 Table 56 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2021-2026
SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN MALAYSIA
KEY DATA FINDINGS
2021 DEVELOPMENTS
 Rebound for e-vapour products as restrictions ease
 Low price and novelty attract consumers to heated tobacco products
 Strong competition negatively affects SMOK and AJ Vape in e-vapour products
PROSPECTS AND OPPORTUNITIES
 Potential for growth as an alternative option to cigarettes
 Rebound for e-vapour products as restrictions ease and prices fall
 Strong marketing and wider distribution will maintain growth for heated tobacco
CATEGORY INDICATORS
 Table 57 Number of Adult Vapers 2016-2021
CATEGORY DATA
 Table 58 Sales of Tobacco Heating Devices: Volume 2016-2021
 Table 59 Sales of Tobacco Heating Devices: % Volume Growth 2018-2021
 Table 60 Sales of Heated Tobacco: Volume 2016-2021
 Table 61 Sales of Heated Tobacco: % Volume Growth 2019-2021
 Table 62 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021
 Table 63 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2016-2021
 Table 64 Sales of E-Liquids by Nicotine Strength: % Value 2019-2021
 Table 65 NBO Company Shares of E-Vapour Products: % Value 2017-2021
 Table 66 LBN Brand Shares of E-Vapour Products: % Value 2018-2021
 Table 67 NBO Company Shares of Tobacco Heating Devices: % Volume 2017-2021
 Table 68 LBN Brand Shares of Tobacco Heating Devices: % Volume 2018-2021
 Table 69 NBO Company Shares of Heated Tobacco: % Volume 2017-2021
 Table 70 LBN Brand Shares of Heated Tobacco: % Volume 2018-2021
 Table 71 Distribution of E-Vapour Products by Format: % Value 2016-2021

Table 72 Distribution of Tobacco Heating Devices by Format: % Volume 2016-2021

Table 73 Distribution of Heated Tobacco by Format: % Volume 2016-2021

Table 74 Forecast Sales of Tobacco Heating Devices: Volume 2021-2026

Table 75 Forecast Sales of Tobacco Heating Devices: % Volume Growth 2021-2026

Table 76 Forecast Sales of Heated Tobacco: Volume 2021-2026

Table 77 Forecast Sales of Heated Tobacco: % Volume Growth 2021-2026

Table 78 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2021-2026

Table 79 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

Tobacco in Malaysia

Market Direction | 2022-07-05 | 49 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-13
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com