

## **Tobacco in Hong Kong, China**

Market Direction | 2022-07-14 | 46 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

COVID-19 continued to have a huge impact on tobacco in Hong Kong in 2021. Since the outbreak of the pandemic, sales of cigarettes witnessed an upsurge, driven by changes in consumer behaviour including stockpiling and channel shifts in the purchase of cigarettes from overseas to the domestic market. In 2021, external borders were yet to reopen, meaning that consumers who used to buy cigarettes from abroad had to rely on local retail channels instead. Cigarette preference also evolved during the...

Euromonitor International's Tobacco in Hong Kong, China 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Tobacco in Hong Kong, China  
Euromonitor International  
July 2022

List Of Contents And Tables

### **TOBACCO IN HONG KONG, CHINA**

#### **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

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

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**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Summary 2 Research Sources

### CIGARETTES IN HONG KONG, CHINA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Mid-price and economy cigarettes gain ground during pandemic

Growing popularity of flavour capsule cigarettes

Japanese-style cigarettes gaining traction

#### PROSPECTS AND OPPORTUNITIES

Cigarettes set to experience increase in 2023 and stabilise in the long term

Greater diversification in flavour capsules

Growing competition within flavour capsules to add dynamism to cigarettes

#### 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 HONG KONG, CHINA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Sales of cigars and cigarillos continue to drop in 2021, amid COVID-19

E-commerce continues to thrive by providing a safe and convenient channel to purchase cigars

Cuban cigars continue to dominate sales, while New World cigars rise from a niche positioning

#### PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos set to rebound in 2023 when border with Mainland China reopens

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Physical stores will remain vital for cigar smokers due to need for in-person experience

A more diverse consumer base is emerging

#### 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 □Distribution of Cigars and Cigarillos by Format: % Volume 2016-2021

Table 46 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2021-2026

Table 47 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2021-2026

Table 48 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2021-2026

Table 49 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2021-2026

#### SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN HONG KONG, CHINA

#### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Rechargeable and cartridges continue to grow, replacing single-use products

Iqos, with its flagship model, continues to lead tobacco heating devices

Consumer sophistication shapes competitive landscape

##### PROSPECTS AND OPPORTUNITIES

Sales of e-vapour products and heated tobacco products set to drop in 2022 in line with ban

Optimism over future of e-vapour products and heated tobacco products despite challenges

Illicit trade in e-vapour products expected to grow

#### CATEGORY INDICATORS

Table 50 Number of Adult Vapers 2016-2021

#### CATEGORY DATA

Table 51 Sales of Tobacco Heating Devices: Volume 2016-2021

Table 52 Sales of Tobacco Heating Devices: % Volume Growth 2016-2021

Table 53 Sales of Heated Tobacco: Volume 2016-2021

Table 54 Sales of Heated Tobacco: % Volume Growth 2016-2021

Table 55 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021

Table 56 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2016-2021

Table 57 Sales of E-Liquids by Nicotene Strength: % Value 2019-2021

Table 58 NBO Company Shares of E-Vapour Products: % Value 2017-2021

Table 59 □LBN Brand Shares of E-Vapour Products: % Value 2018-2021

Table 60 □NBO Company Shares of Tobacco Heating Devices: % Volume 2017-2021

Table 61 □LBN Brand Shares of Tobacco Heating Devices: % Volume 2018-2021

Table 62 □NBO Company Shares of Heated Tobacco: % Volume 2017-2021

Table 63 □LBN Brand Shares of Heated Tobacco: % Volume 2018-2021

Table 64 □Distribution of E-Vapour Products by Format: % Value 2016-2021

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

- Table 65 □Distribution of Tobacco Heating Devices by Format: % Volume 2016-2021
- Table 66 □Distribution of Heated Tobacco by Format: % Volume 2016-2021
- Table 67 □Forecast Sales of Tobacco Heating Devices: Volume 2021-2026
- Table 68 □Forecast Sales of Tobacco Heating Devices: % Volume Growth 2021-2026
- Table 69 □Forecast Sales of Heated Tobacco: Volume 2021-2026
- Table 70 □Forecast Sales of Heated Tobacco: % Volume Growth 2021-2026
- Table 71 □Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2021-2026
- Table 72 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2021-2026
- Table 73 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026
- Table 74 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Tobacco in Hong Kong, China**

Market Direction | 2022-07-14 | 46 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@scott's-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@scott's-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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-23"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com