

Tobacco in Canada

Market Direction | 2023-06-28 | 54 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

The tobacco market in Canada is undergoing significant changes, driven by declining smoking rates, the rise of alternatives such as vaping, and a focus on harm reduction. Smoking rates in Canada have been steadily declining over the past few decades and continued to fall in 2022, for both male and female adults, thanks in large part to increased public education campaigns, stricter regulations on tobacco products, and the introduction of alternatives such as vaping and nicotine replacement therapeutics.

Euromonitor International's Tobacco in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes (Illicit+Legal), 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Tobacco in Canada
Euromonitor International
September 2023

List Of Contents And Tables

TOBACCO IN CANADA

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 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 2017-2022

MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2017-2022

Table 3 Sales of Tobacco by Category: Value 2017-2022

Table 4 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

CIGARETTES IN CANADA

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

2022 DEVELOPMENTS

Further decline with rising health consciousness

Illicit trade continues to threaten legitimate sales of cigarettes despite government efforts

Higher taxes and prices benefit economy cigarettes

PROSPECTS AND OPPORTUNITIES

Increased health awareness, higher taxes and alternative products impact future demand

Illicit trade will remain a significant challenge

Rising interest in vapour products and cannabis presents challenges and opportunities for cigarettes

TAXATION AND PRICING

Taxation rates

Summary 3 Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 4 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 10 Sales of Cigarettes: Volume 2017-2022

Table 11 Sales of Cigarettes by Category: Value 2017-2022

Table 12 Sales of Cigarettes: % Volume Growth 2017-2022

Table 13 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 14 Sales of Cigarettes by Blend: % Volume 2017-2022

Table 15 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 16 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 17 Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 18 Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 19 □NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 20 □LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 21 □Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 22 □Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 23 □Forecast Sales of Cigarettes: Volume 2022-2027

Table 24 □Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 25 □Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 26 □Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 27 □Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 28 □Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 29 □Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 30 □Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 31 □Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN CANADA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Premiumisation remains a major trend in cigars

Changing consumer preferences, regulations and health concerns impact smoking tobacco

No major company investment due to strict regulations and declining demand

PROSPECTS AND OPPORTUNITIES

Cigars and smoking tobacco will be impacted by economic pressures and health concerns

Strict regulations, demographics and high prices impact cigars and cigarillos

Old-fashioned and niche pipe tobacco unlikely to appeal to younger consumers

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 32 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022
Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022
Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022
Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022
Table 36 Sales of Cigars by Size: % Volume 2017-2022
Table 37 Sales of Cigarillos by Price Platform 2017-2022
Table 38 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022
Table 39 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022
Table 40 NBO Company Shares of Cigars: % Volume 2018-2022
Table 41 □LBN Brand Shares of Cigars: % Volume 2019-2022
Table 42 □NBO Company Shares of Cigarillos: % Volume 2018-2022
Table 43 □LBN Brand Shares of Cigarillos: % Volume 2019-2022
Table 44 □NBO Company Shares of Smoking Tobacco: % Volume 2018-2022
Table 45 □LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022
Table 46 □NBO Company Shares of Pipe Tobacco: % Volume 2018-2022
Table 47 □LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022
Table 48 □NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022
Table 49 □LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022
Table 50 □Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022
Table 51 □Distribution of Smoking Tobacco by Format: % Volume 2017-2022
Table 52 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027
Table 53 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027
Table 54 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027
Table 55 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN CANADA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Single-use vapour products gain ground thanks to their convenience, low cost and wide availability

Smokeless tobacco continues to decline

Heated tobacco remains immature with potential for growth

PROSPECTS AND OPPORTUNITIES

Rising health awareness and convenience drive e-vapour growth

Potential growth of illicit e-vapour and heated tobacco products

Specialist vape stores will continue to have an advantage over convenience stores

CATEGORY INDICATORS

Table 56 Number of Adult Vapers 2017-2022

CATEGORY DATA

Table 57 Sales of Smokeless Tobacco by Category: Volume 2017-2022

Table 58 Sales of Smokeless Tobacco by Category: % Volume Growth 2017-2022

Table 59 Sales of Tobacco Heating Devices: Volume 2017-2022

Table 60 Sales of Tobacco Heating Devices: % Volume Growth 2017-2022

Table 61 Sales of Heated Tobacco: Volume 2017-2022

Table 62 Sales of Heated Tobacco: % Volume Growth 2017-2022

Table 63 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 64 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 65 □Sales of E-Liquids by Nicotine Strength: % Value 2019-2022

Table 66 □NBO Company Shares of Smokeless Tobacco: % Volume 2018-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 67	□LBN Brand Shares of Smokeless Tobacco: % Volume 2019-2022
Table 68	□NBO Company Shares of E-Vapour Products: % Value 2018-2022
Table 69	□LBN Brand Shares of E-Vapour Products: % Value 2019-2022
Table 70	□NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022
Table 71	□LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022
Table 72	□NBO Company Shares of Heated Tobacco: % Volume 2018-2022
Table 73	□LBN Brand Shares of Heated Tobacco: % Volume 2019-2022
Table 74	□Distribution of Smokeless Tobacco by Format: % Volume 2017-2022
Table 75	□Distribution of E-Vapour Products by Format: % Value 2017-2022
Table 76	□Forecast Sales of Smokeless Tobacco by Category: Volume 2022-2027
Table 77	□Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2022-2027
Table 78	□Forecast Sales of Heated Tobacco: Volume 2022-2027
Table 79	□Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027
Table 80	□Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027
Table 81	□Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Tobacco in Canada

Market Direction | 2023-06-28 | 54 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*	<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="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com