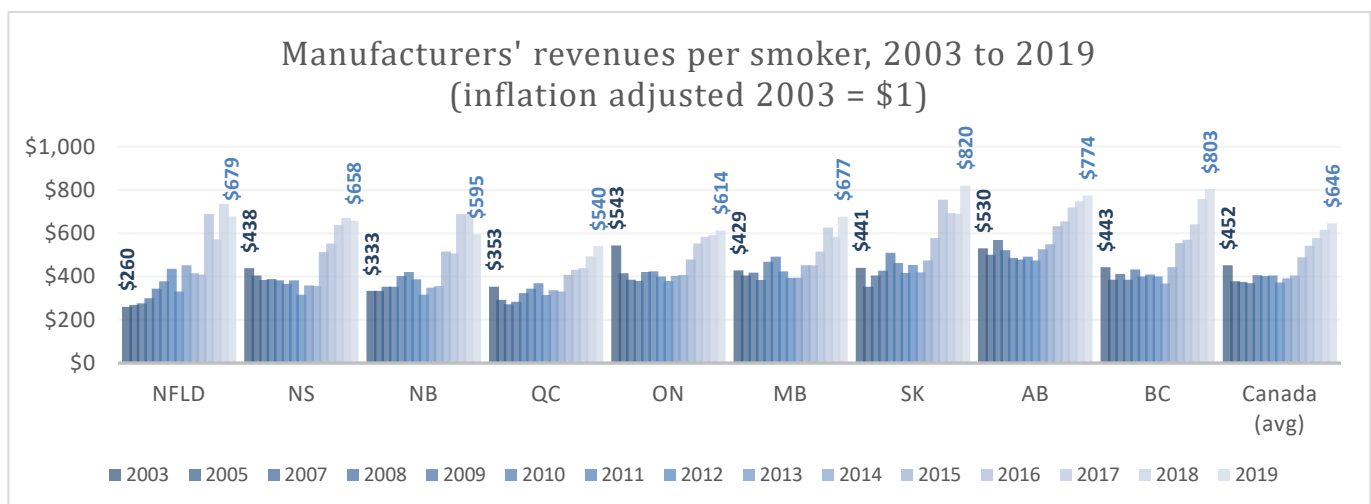
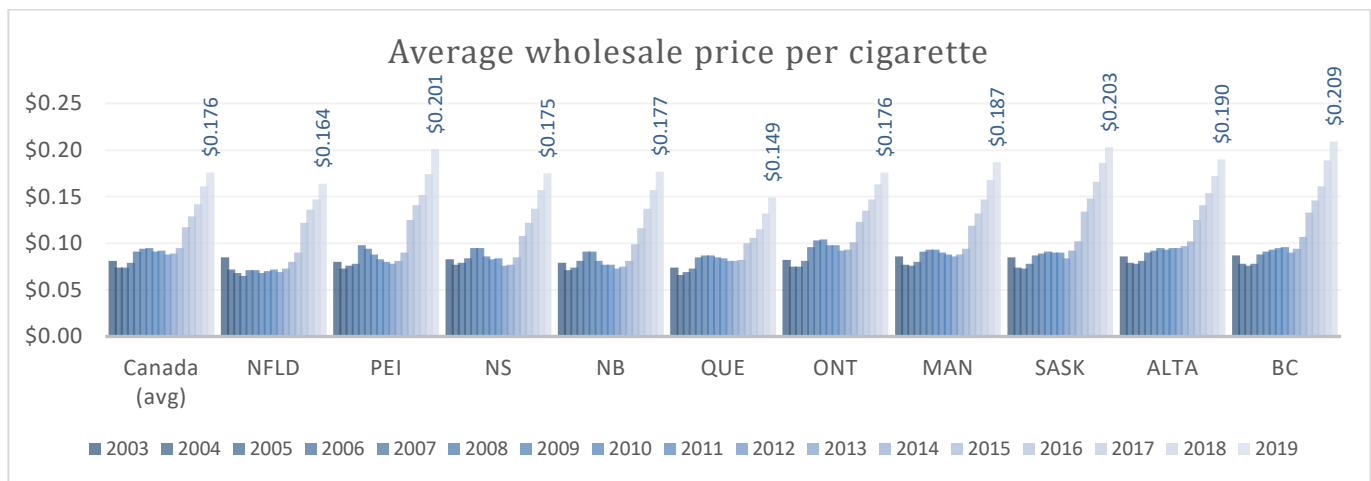


Cigarette manufacturer wholesale revenue per cigarette smoker, 2003-2020

Tobacco manufacturers are required to provide Health Canada with monthly reports on the average price they charged for each brand of cigarettes in each province and also the quantity sold.¹ Health Canada has made this information available in the aggregate in two separate sets of data: the average wholesale price per cigarette and the number of cigarettes sold by province. Data on sales volume is not provided separately for Prince Edward Island, Nunavut, Northwest Territories and Yukon.

Statistics Canada provides annual estimates of the number of Canadian smokers (over 12 years of age).² This estimate is based on the frequency of self-reports of cigarette smoking on a daily or occasional basis.

The tables and figures below provide the average wholesale price, the estimated total wholesale and tax revenues in each Canadian province.



Tables

Average wholesale price per cigarette (reported to and disclosed by Health Canada)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
NFLD	0.085	0.072	0.068	0.065	0.071	0.071	0.068	0.070	0.072	0.069	0.073	0.080	0.090	0.122	0.136	0.147	0.164
PEI	0.080	0.073	0.076	0.078	0.098	0.094	0.088	0.083	0.080	0.078	0.081	0.090	0.125	0.141	0.152	0.174	0.201
NS	0.083	0.077	0.079	0.084	0.095	0.095	0.086	0.083	0.084	0.076	0.077	0.085	0.108	0.122	0.137	0.157	0.175
NB	0.079	0.071	0.074	0.081	0.091	0.091	0.081	0.077	0.077	0.073	0.075	0.081	0.099	0.116	0.137	0.157	0.177
QC	0.074	0.066	0.069	0.073	0.085	0.087	0.087	0.085	0.084	0.081	0.081	0.082	0.100	0.106	0.115	0.132	0.149
ON	0.082	0.075	0.075	0.081	0.096	0.103	0.104	0.098	0.098	0.092	0.093	0.101	0.123	0.135	0.147	0.163	0.176
MB	0.086	0.077	0.076	0.080	0.091	0.093	0.093	0.090	0.088	0.086	0.088	0.094	0.119	0.132	0.147	0.168	0.187
SK	0.085	0.074	0.073	0.078	0.087	0.089	0.091	0.090	0.090	0.084	0.092	0.102	0.134	0.148	0.166	0.186	0.203
AB	0.086	0.079	0.078	0.081	0.090	0.092	0.095	0.093	0.095	0.095	0.097	0.102	0.125	0.141	0.154	0.172	0.190
BC	0.087	0.078	0.076	0.078	0.088	0.091	0.093	0.095	0.096	0.090	0.094	0.107	0.133	0.146	0.161	0.189	0.209
Canada (avg)	0.081	0.074	0.074	0.079	0.091	0.094	0.095	0.091	0.092	0.088	0.089	0.095	0.117	0.129	0.142	0.161	0.176

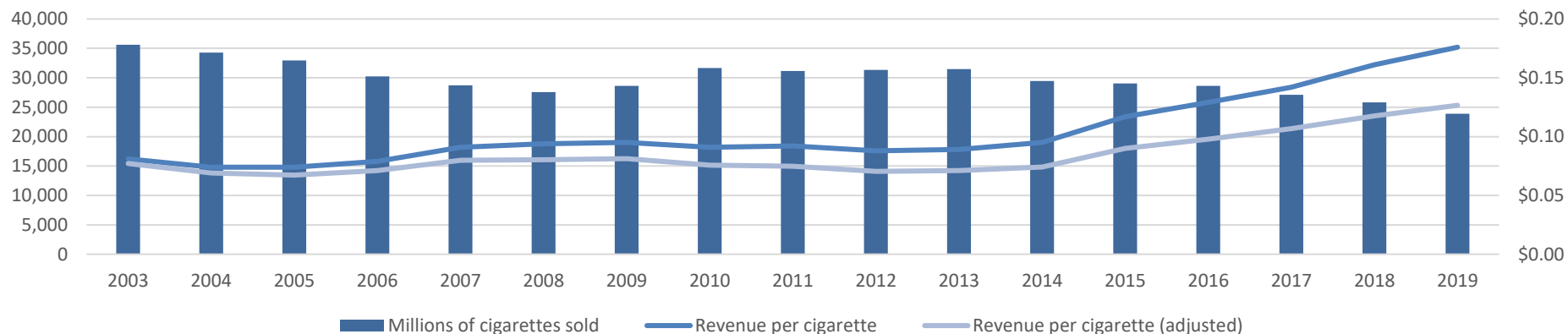
Number of Smokers (Canadian Community Health Survey, Annual Estimates) ³

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
NFLD	110,558		103,663		111,851	108,884	103,409	101,795	90,734	115,412	89,199	99,394	111,500	86,500	107,500	83,600	88,600
PEI	28,196		26,031		25,555	25,235	24,694	28,684	26,116	27,401	24,185	24,543	18,600	19,300	21,400	22,500	21,800
NS	187,392		180,176		194,307	188,488	186,514	186,984	176,224	190,986	170,547	177,951	153,200	158,900	144,400	147,700	152,100
NB	161,474		143,543		149,124	149,932	142,147	143,210	139,523	152,124	139,017	133,565	111,500	122,200	91,100	94,300	106,100
QC	1,646,853		1,577,008		1,650,863	1,542,295	1,499,501	1,570,677	1,428,422	1,626,375	1,476,989	1,371,221	1,312,600	1,284,700	1,306,700	1,257,600	1,235,000
ON	2,271,303		2,186,991		2,242,443	2,172,468	2,055,964	2,161,455	2,181,592	2,161,957	2,085,113	2,009,217	2,053,100	1,906,600	1,856,500	1,867,600	1,728,300
MB	207,180		190,762		211,692	230,436	197,714	183,772	198,837	201,163	194,734	165,402	199,400	187,600	165,400	186,500	159,900
SK	190,529		187,522		204,209	201,824	175,651	188,275	198,230	168,557	195,779	181,698	194,500	163,800	183,000	184,800	154,500
AB	595,072		610,996		628,853	660,351	695,369	698,429	675,966	689,302	667,750	647,812	640,600	643,500	590,400	583,000	568,400
BC	658,728		639,351		662,026	700,691	617,778	671,774	617,970	568,961	644,591	563,529	549,100	587,700	539,700	499,200	469,600
Total	6,085,126		5,874,689		6,112,442	6,009,311	5,730,321	5,967,259	5,764,843	5,933,095	5,722,635	5,410,937	5,344,100	5,160,800	5,006,100	4,926,800	4,684,400

Millions of cigarettes sold at wholesale (Reported to and disclosed by Health Canada)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
NFLD	355	407	450	469	496	537	613	660	676	693	691	659	659	644	601	573	510
PEI and territories	173	184	161	102	123	136	135	156	140	130	127	116	99	97	93	89	103
NS	1,038	1,044	1,015	946	895	902	968	988	988	992	993	954	945	949	894	865	795
NB	715	749	711	671	659	680	826	938	863	821	807	750	754	705	609	567	496
QC	8,250	7,970	7,354	6,435	6,013	5,869	6,505	7,620	7,720	7,871	7,668	7,084	6,942	6,897	6,635	6,430	6,220
ON	15,795	14,508	13,287	11,388	10,257	9,347	9,741	11,215	10,940	11,144	11,290	10,362	10,381	10,307	9,800	9,273	8,374
MB	1,085	1,062	1,116	1,099	1,107	1,114	1,164	1,203	1,179	1,150	1,091	1,017	985	968	937	887	804
SK	1,037	1,030	998	1,023	1,084	1,132	1,152	1,162	1,130	1,138	1,117	1,080	1,090	1,103	1,016	938	868
AB	3,848	4,062	4,312	4,546	4,533	4,372	4,162	4,314	4,301	4,304	4,528	4,471	4,209	3,945	3,671	3,474	3,220
BC	3,523	3,563	3,568	3,539	3,538	3,469	3,362	3,397	3,242	3,156	3,149	2,985	2,969	3,027	2,855	2,740	2,508
Canada (total)	35,634	34,289	32,971	30,217	28,705	27,574	28,640	31,654	31,178	31,347	31,468	29,468	29,033	28,642	27,111	25,839	23,895

Volume of cigarette sales and manufacturer's average price per cigarette (2001 = \$1)



Total wholesale revenues (millions)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
NFLD	\$30	\$29	\$31	\$30	\$35	\$38	\$42	\$46	\$49	\$48	\$50	\$53	\$59	\$79	\$82	\$84	\$84
PEI and territories																	
NS	\$86	\$80	\$80	\$79	\$85	\$86	\$83	\$82	\$83	\$75	\$76	\$81	\$102	\$116	\$122	\$136	\$139
NB	\$56	\$53	\$53	\$54	\$60	\$62	\$67	\$72	\$66	\$60	\$61	\$61	\$75	\$82	\$83	\$89	\$88
QC	\$610	\$526	\$507	\$470	\$511	\$511	\$566	\$648	\$648	\$638	\$621	\$581	\$694	\$731	\$763	\$849	\$927
ON	\$1,295	\$1,088	\$997	\$922	\$985	\$963	\$1,013	\$1,099	\$1,072	\$1,025	\$1,050	\$1,047	\$1,277	\$1,391	\$1,441	\$1,512	\$1,474
MB	\$93	\$82	\$85	\$88	\$101	\$104	\$108	\$108	\$104	\$99	\$96	\$96	\$117	\$128	\$138	\$149	\$150
SK	\$88	\$76	\$73	\$80	\$94	\$101	\$105	\$105	\$102	\$96	\$103	\$110	\$146	\$163	\$169	\$175	\$176
AB	\$331	\$321	\$336	\$368	\$408	\$402	\$395	\$401	\$409	\$409	\$439	\$456	\$526	\$556	\$565	\$598	\$612
BC	\$306	\$278	\$271	\$276	\$311	\$316	\$313	\$323	\$311	\$284	\$296	\$319	\$395	\$442	\$460	\$518	\$524
Canada (total)	\$2,886	\$2,537	\$2,440	\$2,387	\$2,612	\$2,592	\$2,721	\$2,880	\$2,868	\$2,759	\$2,801	\$2,799	\$3,397	\$3,695	\$3,850	\$4,160	\$4,206

Wholesale revenues (inflation adjusted 2001 = \$1)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
NFLD	\$29	\$27	\$28	\$27	\$31	\$33	\$36	\$38	\$40	\$38	\$40	\$41	\$46	\$60	\$61	\$62	\$60
PEI and territories																	
NS	\$82	\$75	\$73	\$72	\$75	\$73	\$71	\$68	\$67	\$60	\$61	\$63	\$79	\$88	\$92	\$99	\$100
NB	\$54	\$50	\$48	\$49	\$53	\$53	\$57	\$60	\$54	\$48	\$48	\$47	\$57	\$62	\$63	\$65	\$63
QC	\$581	\$492	\$461	\$423	\$448	\$436	\$484	\$540	\$527	\$510	\$497	\$454	\$534	\$554	\$574	\$619	\$667
ON	\$1,234	\$1,017	\$906	\$831	\$864	\$823	\$866	\$916	\$872	\$820	\$840	\$818	\$982	\$1,054	\$1,083	\$1,103	\$1,060
MB	\$89	\$76	\$77	\$79	\$88	\$89	\$93	\$90	\$84	\$79	\$77	\$75	\$90	\$97	\$104	\$109	\$108
SK	\$84	\$71	\$66	\$72	\$83	\$86	\$90	\$87	\$83	\$77	\$82	\$86	\$112	\$124	\$127	\$127	\$127
AB	\$315	\$300	\$306	\$332	\$358	\$344	\$338	\$334	\$332	\$327	\$351	\$356	\$405	\$421	\$425	\$436	\$440
BC	\$292	\$260	\$246	\$249	\$273	\$270	\$267	\$269	\$253	\$227	\$237	\$250	\$304	\$335	\$346	\$378	\$377
Canada (total)	\$2,749	\$2,371	\$2,218	\$2,151	\$2,291	\$2,215	\$2,325	\$2,400	\$2,332	\$2,207	\$2,241	\$2,187	\$2,613	\$2,799	\$2,895	\$3,037	\$3,026

Wholesale revenues per smoker

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
NFLD	\$272.89		\$295.06		\$315.09	\$350.17	\$403.12	\$453.66	\$536.35	\$414.09	\$565.54	\$530.48	\$531.67	\$908.52	\$760.24	\$1,007.93	\$943.48
PEI and territories																	
NS	\$459.80		\$444.98		\$437.49	\$454.81	\$446.46	\$438.57	\$470.97	\$394.82	\$448.45	\$455.80	\$666.41	\$728.38	\$848.06	\$919.65	\$914.24
NB	\$349.84		\$366.55		\$402.16	\$412.67	\$470.53	\$504.50	\$476.04	\$394.21	\$435.60	\$454.66	\$669.23	\$669.04	\$916.27	\$944.61	\$826.87
QC	\$370.69		\$321.77		\$309.62	\$331.07	\$377.39	\$412.39	\$453.98	\$392.00	\$420.50	\$423.65	\$528.89	\$569.08	\$583.89	\$674.85	\$750.45
ON	\$570.25		\$455.65		\$439.11	\$443.15	\$492.73	\$508.48	\$491.42	\$474.22	\$503.57	\$520.86	\$621.90	\$729.82	\$776.00	\$809.33	\$852.78
MB	\$450.22		\$444.69		\$475.91	\$449.72	\$547.63	\$589.31	\$521.88	\$491.62	\$493.05	\$577.97	\$587.55	\$681.23	\$832.39	\$798.71	\$940.63
SK	\$462.61		\$388.43		\$461.67	\$499.26	\$596.58	\$555.33	\$512.94	\$567.36	\$524.89	\$606.14	\$751.06	\$996.65	\$921.60	\$944.56	\$1,139.88
AB	\$556.11		\$550.43		\$648.72	\$609.16	\$568.63	\$574.47	\$604.49	\$593.15	\$657.79	\$704.04	\$821.27	\$864.38	\$957.67	\$1,025.02	\$1,076.38
BC	\$465.27		\$424.08		\$470.28	\$450.52	\$506.19	\$480.36	\$503.64	\$499.27	\$459.28	\$566.86	\$719.19	\$752.09	\$851.77	\$1,037.35	\$1,116.31
Canada (avg)	\$474.33		\$415.31		\$427.35	\$431.32	\$474.81	\$482.71	\$497.56	\$464.95	\$489.40	\$517.37	\$635.62	\$715.95	\$769.01	\$844.38	\$897.78

Wholesale revenues per smoker (adjusted 2001 = \$1)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
NFLD	\$259.89		\$268.24		\$276.39	\$299.29	\$344.55	\$378.05	\$436.06	\$331.27	\$452.43	\$414.44	\$408.98	\$688.27	\$571.61	\$735.72	\$678.77
PEI and territories																	
NS	\$437.90		\$404.53		\$383.76	\$388.72	\$381.59	\$365.47	\$382.90	\$315.86	\$358.76	\$356.10	\$512.62	\$551.80	\$637.64	\$671.28	\$657.73
NB	\$333.18		\$333.22		\$352.77	\$352.71	\$402.16	\$420.41	\$387.03	\$315.36	\$348.48	\$355.21	\$514.79	\$506.85	\$688.92	\$689.49	\$594.87
QC	\$353.04		\$292.52		\$271.60	\$282.97	\$322.55	\$343.66	\$369.09	\$313.60	\$336.40	\$330.98	\$406.84	\$431.12	\$439.02	\$492.59	\$539.90
ON	\$543.09		\$414.23		\$385.18	\$378.76	\$421.14	\$423.73	\$399.53	\$379.37	\$402.86	\$406.92	\$478.39	\$552.89	\$583.46	\$590.75	\$613.51
MB	\$428.78		\$404.27		\$417.46	\$384.38	\$468.06	\$491.09	\$424.29	\$393.29	\$394.44	\$451.54	\$451.96	\$516.08	\$625.86	\$583.00	\$676.71
SK	\$440.58		\$353.12		\$404.97	\$426.72	\$509.90	\$462.78	\$417.02	\$453.89	\$419.91	\$473.55	\$577.74	\$755.04	\$692.93	\$689.46	\$820.06
AB	\$529.63		\$500.39		\$569.05	\$520.65	\$486.01	\$478.73	\$491.46	\$474.52	\$526.23	\$550.03	\$631.74	\$654.83	\$720.05	\$748.19	\$774.37
BC	\$443.12		\$385.53		\$412.52	\$385.06	\$432.64	\$400.30	\$409.47	\$399.42	\$367.42	\$442.86	\$553.22	\$569.77	\$640.43	\$757.19	\$803.10
Canada (avg)	\$451.75		\$377.56		\$374.87	\$368.65	\$405.82	\$402.26	\$404.52	\$371.96	\$391.52	\$404.19	\$488.94	\$542.39	\$578.20	\$616.34	\$645.89

Shaded area indicates data not available in format that allows calculations.

References:

- 1 Government of Canada. Tobacco Reporting Regulations SOR/2000-273
- 2 Statistics Canada. Health Characteristics, Annual Estimates. Table: 13-10-0096-01 (formerly CANSIM 105-0508) and Table: 13-10-0451-01 (formerly CANSIM 105-0501)
- 3 Statistics Canada. Health Characteristics, Annual Estimates. Table: 13-10-0096-01 (formerly CANSIM 105-0508) and Table: 13-10-0451-01 (formerly CANSIM 105-0501)

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The views expressed herein do not necessarily represent the views of Health Canada