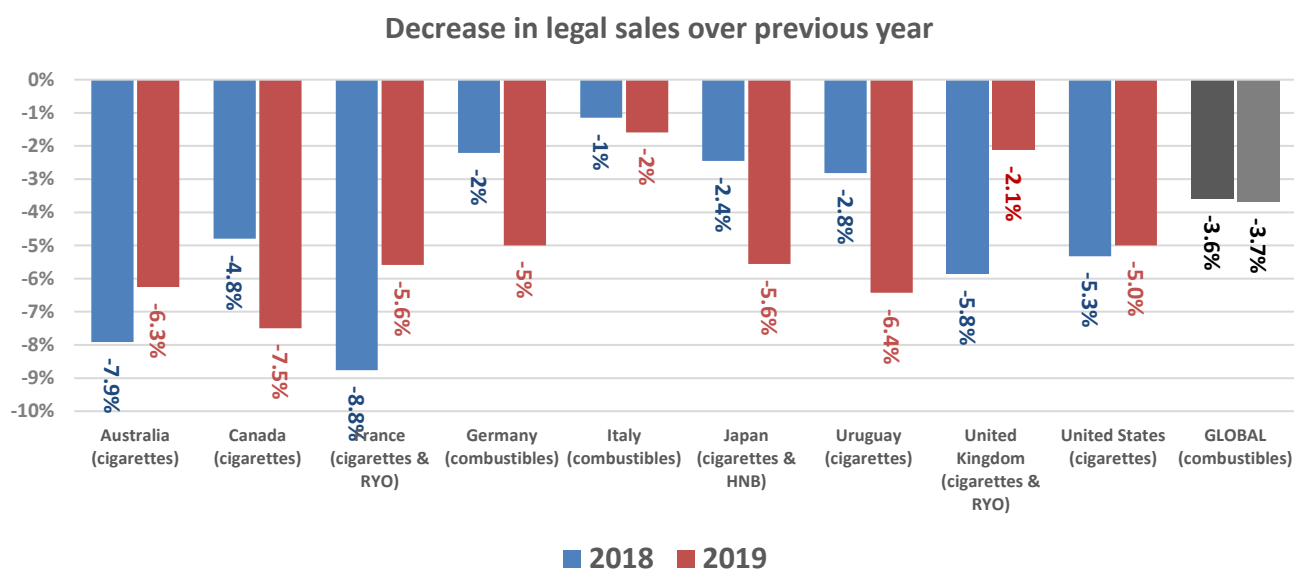


Tobacco sales in G7 and selected other countries

In 2019, Health Canada reported that there was a larger decrease in wholesale shipments of cigarettes between 2018 and 2019 than had been experienced in previous years. Cigarette shipments declined from 25.8 to 23.9 billion sticks, or 7.5%. The decline was unevenly distributed, with sales falling at much different rates in the most populous provinces of Ontario (9.7%) and Quebec (3.3%). [1]

To compare the Canadian experience with that in other comparable countries, data was sought for the remaining 6 of the G7 countries (France, Germany, Italy, Japan, the United Kingdom and the United States) as well as other countries with advanced tobacco control regulatory systems (Australia, Brazil, Uruguay). Data was found in corporate documents of British American Tobacco and Philip Morris International, in World Bank estimates and in government reports from the United Kingdom and France. This information is presented in the table and figure below.



Billions of duty-paid cigarettes or equivalents legally sold

Country	Duty paid sales	Ref	2015	2016	2017	2018	2019
Australia	Cigarettes	6			13.9	12.8	12
Brazil	Cigarettes	2	63	53.1	55.8	57.2	n/a
Canada	Cigarettes	1	29.0	28.6	27.1	25.8	23.9
France	Cigarettes, rolling & other tobacco	4	56.32	55.73	54.52	49.74	46.96
Germany	Combustible	5	80	78.1	76.9	75.2	73.3
Italy	Combustible	5	73.8	72.1	69.8	69	67.9
Japan	Combustible (cigarette & Heat-not-burn)	5		179	171.5	167.3	158
Uruguay	Cigarettes and rolling tobacco	3	3.44	3.24	3.2	3.11	2.91
United Kingdom	Cigarettes and rolling tobacco	6	39.8	38.2	35.9	33.1	32.4
United States	Cigarettes	7,8	246.0	240.5	229.1	216.9	

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