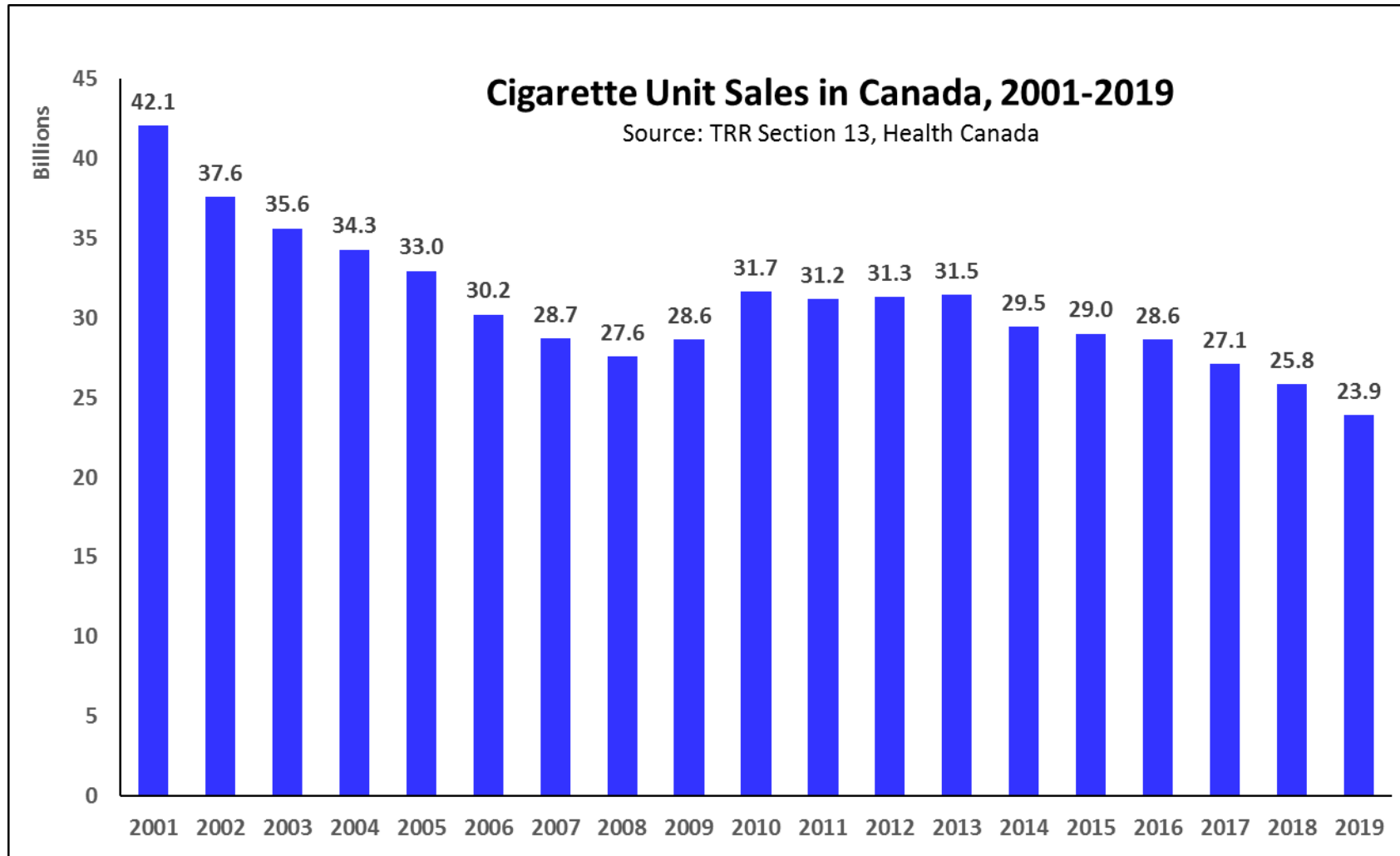


2019 Canadian Cigarette Market Update

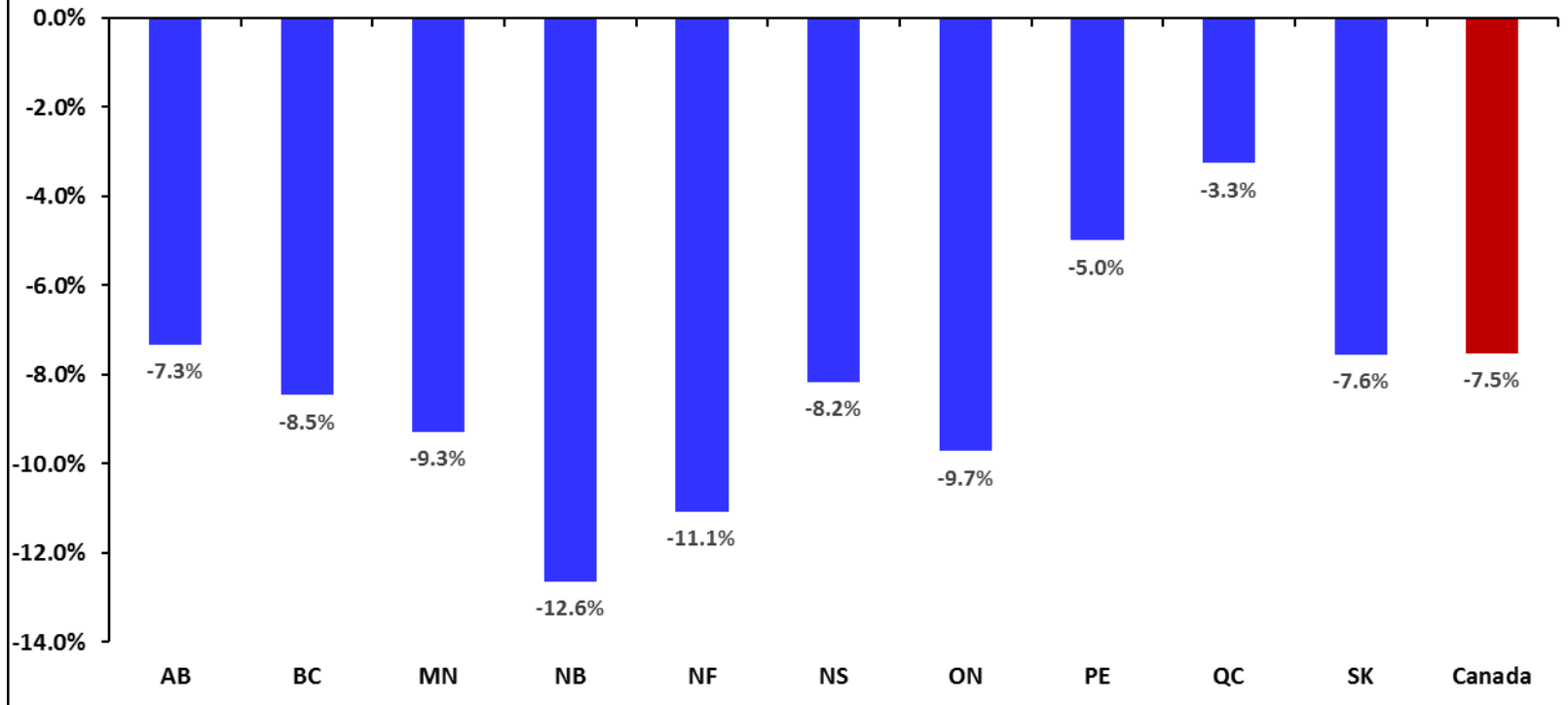
February 2020

Business Intelligence Division
Office of Research and Surveillance
Tobacco Control Directorate
Health Canada



Percent Change in Cigarette Sales, 2018 vs. 2019

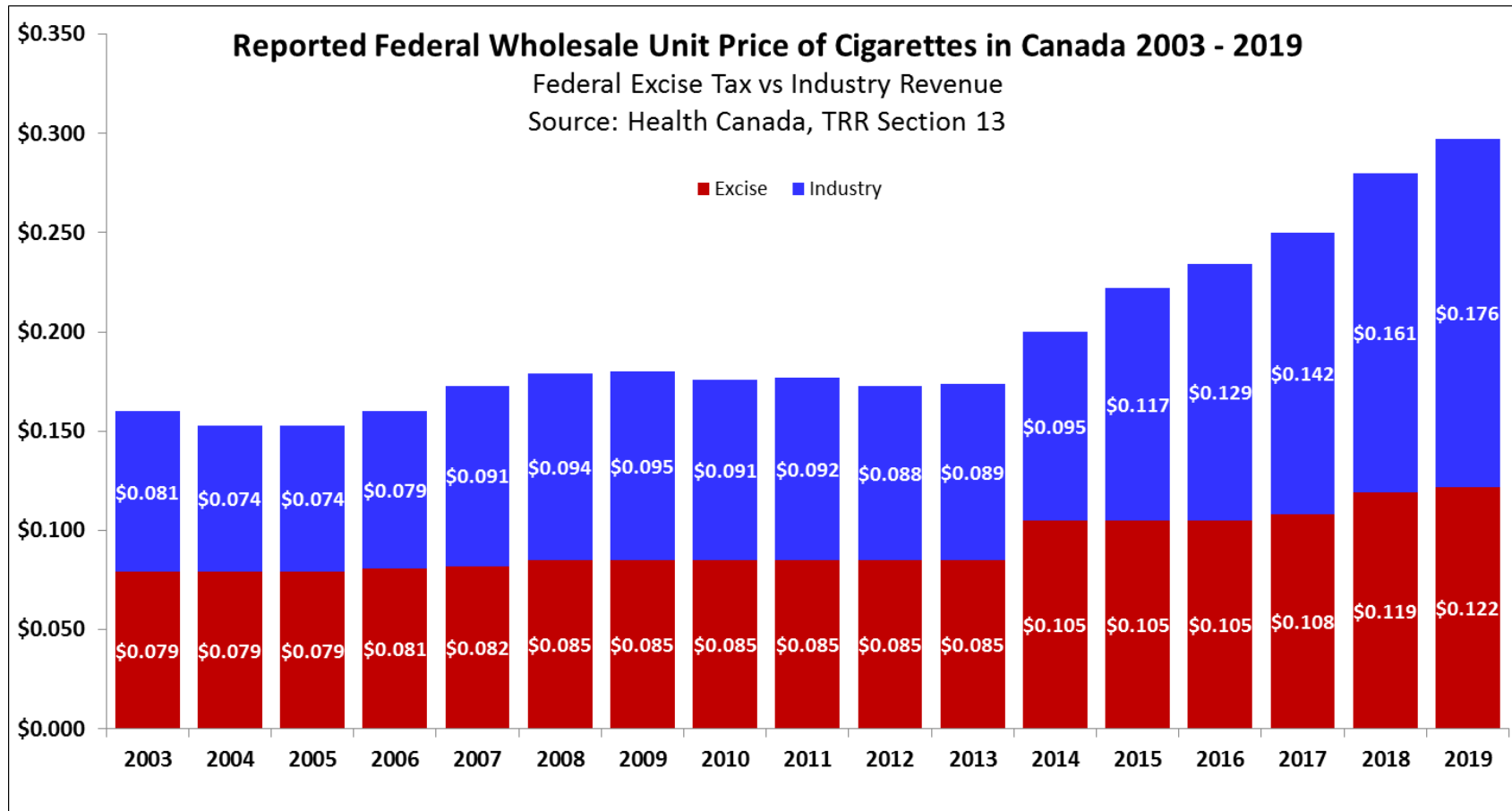
Source: Health Canada, TRR Section 13

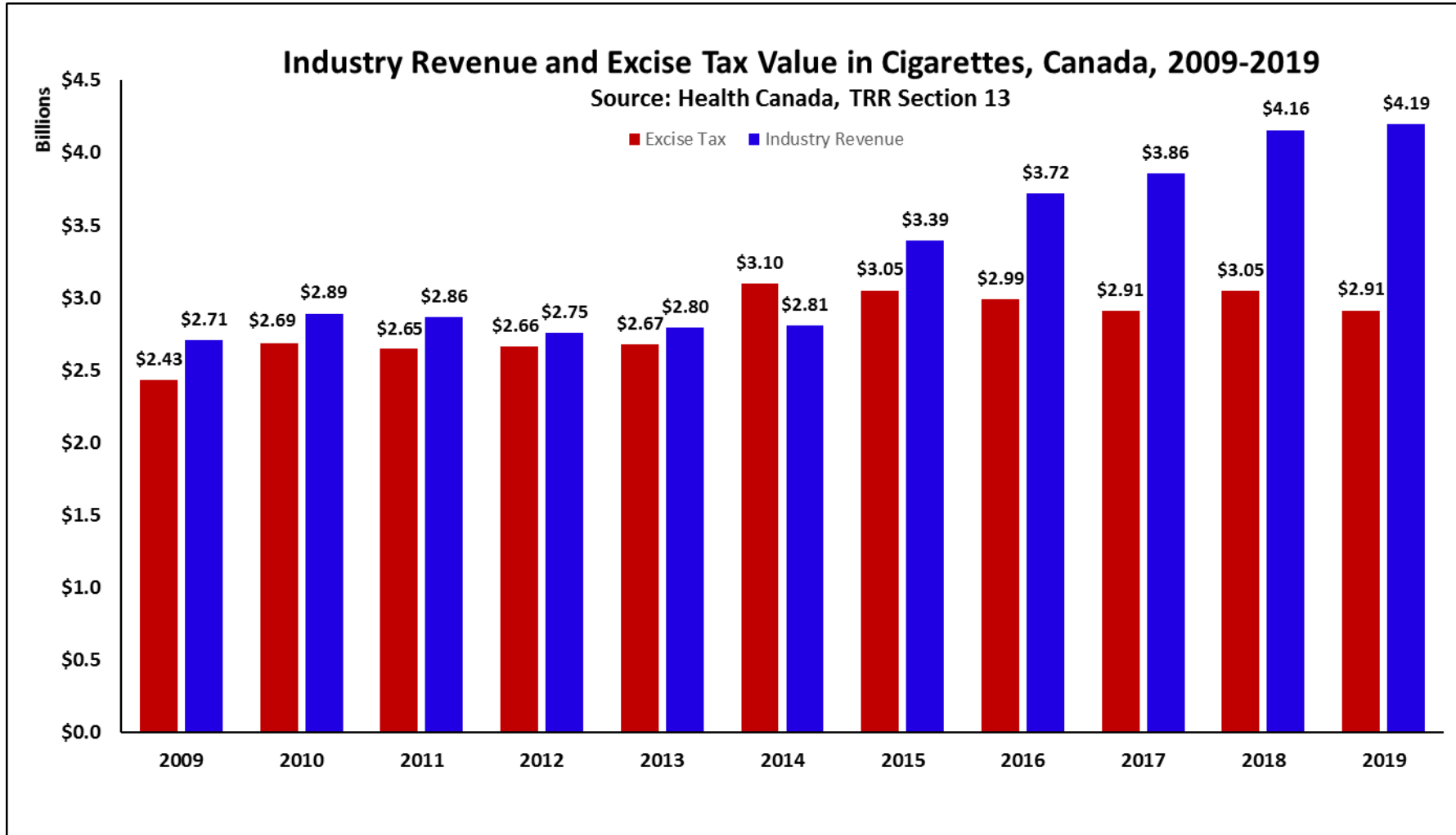


Wholesale Cigarette sales in Canada by Province, 2019

2019

Province	Total Number of Units
Alberta	3,220,068,360
British Columbia	2,508,233,841
Manitoba	804,312,290
New Brunswick	495,653,780
Newfoundland	509,711,280
Nova Scotia	794,603,315
Northwest Territories	37,075,350
Nunavut	9,596,200
Ontario	8,372,215,180
Prince Edward Island	45,780,850
Quebec	6,220,206,505
Saskatchewan	867,544,675
Yukon	10,288,600
Canada	23,895,290,226





Conclusions

- 1.94 billion fewer cigarettes were shipped from manufacturers in Canada in 2019 as compared to 2018.
- The 7.5% decline in cigarette shipments was spread out evenly across Canada and represents 2x the rate of decline seen in the previous 5 years.
- The tobacco industry increased the average cigarette price in Canada by 1.5 cents per unit in 2019 or \$3.00 per carton.
- Despite the large decline in cigarette shipments, industry cigarettes revenue increased to 4.2 billion dollars in 2019.

For more information contact

Robert Nugent

Manager, Business Intelligence Division

Office of Research and Surveillance

Tobacco Control Directorate

Controlled Substances and Cannabis Branch

Health Canada

robert.nugent@canada.ca

613-617-7563