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**BRITISH AMERICAN  
TOBACCO**  
AUSTRALASIA

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## **Industry volumes up, illegal tobacco up, while the number of people quitting halves**

British American Tobacco Australia (BATA) today made it very clear that all data available since the introduction of plain packaging demonstrates that the policy has failed and is having the opposite effect to what the previous government intended.

BATA spokesperson Scott McIntyre said since plain packaging was introduced, industry volumes had actually grown for the first time in over a decade while the decline in the number of people smoking had dropped by over half.

“From 2008 to 2012 smoking incidence, or the number of people smoking, was declining at an average rate of -3.3 per cent a year. Since plain packaging was introduced, that decline rate slowed to -1.4 per cent,” Mr McIntyre said.

“Over the five years in the lead-up to the introduction of plain packaging, total tobacco industry volumes were declining at an average rate of -4.1 per cent.

“Subsequently, since plain packs were introduced on 1 December 2012, industry volumes have actually grown for the first time in a long time to +0.3 per cent.

“Further, the number of cigarettes smoked on a daily basis declined at a rate of -1.9 per cent in the five years leading up to plain packaging, while it slowed to -1.4 per cent after green packs hit shelves.

“The long term decline of people giving up smoking at a fairly consistent rate and also smoking less has changed for the worse.

“At the same time the illegal tobacco black market has risen from 11.8 per cent to 13.3 per cent of total tobacco consumption following the introduction of this failing policy.

“With growth in industry volumes, fewer people quitting and a jump in the amount of cheap illegal cigarettes on the streets, you could draw the conclusion that people are actually smoking more now than before plain packaging came into effect.”

The illegal tobacco market in Australia is now equal to around 2.7 billion cigarettes overall. Since plain packs were introduced over 400 million additional illegal cigarettes have been smuggled into the country.

“Plain packs have had the opposite effect on smoking rates that the previous government promised, while at the same time it has boosted the profits of organised crime,” Mr McIntyre said.

“The Australian plain packaging experiment has failed.”

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