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Plain packs have not impacted consumers sales data

British American Tobacco Australia (BATA) spokesperson Scott McIntyre said consumers have not changed their purchasing behavior since the implementation of plain packs on 1 December last year.

“Our consumer purchasing figures are based on six months’ worth of sales data since plain packs have been the only available cigarettes in the market,” Mr McIntyre said.

“The research released today on plain packaging was undertaken in November 2012 before all tobacco products were required to be plain packaged.

“At that time while branded packs were still in the market place before plain packaging.

“There has been no noticeable impact on legal tobacco sales in the first six months due to plain packaging as smokers are still purchasing cigarettes just as they were before it was introduced.

“Since the implementation of plain packs on 1 December last year the legal tobacco market has remained stable.

“We were very vocal for many years with our campaign, highlighting this would be the case.

“It’s still very early on, remembering we’re the first country to go through it. To gain any proof as to whether it’s worked or not you would wait longer to see if any trends started to take place, say 12-18 months.

“So far consumers have not changed their purchasing behavior and we don’t expect that to change.”

Australia is a mature market with heavy legislation and high levels of smoker education on the risks with tobacco and as such we’ve had a steady decline in smokers over the last ten years.

There has been no deviation to that trend since plain packs were introduced.

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