

What different sorts of tobacco products are on the market?

- As of June 2021 the price of a pack of 20 cigarettes for the cheapest brand was around £9.50
- Products marketed as premium sell at above £13 in most major supermarkets
- Hand-rolling tobacco makes up 34% of the market and is approximately half the price, per cigarette, compared to pre-rolled cigarettes
- In 2016/17, 15% of the pre-rolled cigarette market was illicit. For the same time period, 28% of the hand-rolling tobacco market was illicit
- Illicit tobacco has been reported to be about half the price of duty-paid tobacco

How much do people smoke?

- In Scotland, people who smoke use an average of 12 cigarettes a day
- Men (13.1) smoke more than women (11.3)
- There is a difference by socioeconomic background, with 13.1 cigarettes smoked per day in the most deprived quintile versus 10.2 in the least deprived
- These figures have steadily declined over the years, with around 15.2 cigarettes a day in 2003
- People with mental health issues tend to smoke more than those without

Calculated costs of smoking

Tobacco Product	Cost per cigarette	Cost per year if smoking average amount (12 cigs)	Cost per year if smoking 20 per day
Average pack of 20 cigarettes £11.39 (ONS data May 2021)	56.9p	£2495	£4160
30g average cost rolling tobacco (approx. 50 cigarettes) at ~£13.00	26p	£1140	£1900
Pack of 20 illicit cigarettes at £5.70	28.5p	£1250	£2080
30g illicit rolling tobacco (approx. 50 cigarettes) at £6.50	13.0p	£570	£950
Average cost of pre-rolled cigarettes - taking into account market share of duty-paid (85%) and illicit (15%)	52.6p	£2310	£3,835
Average cost of rolling tobacco cigarette - taking into account market share of duty-paid (78) and illicit (28%)	23.9p	£1045	£1745
Average cost of a cigarette taking into account pre-rolled/rolling tobacco and illicit/duty-paid	42.8p	£1875	£3125
*prices rounded up/down to nearest £5			

*Unless stated otherwise prices are estimates based on Tesco.com prices, on 17/06/2021

- To easily calculate your own cost and potential saving visit the NHS Inform smoking calculator <https://www.nhsinform.scot/stopping-smoking/calculate-my-savings>

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