

CIGARETTE CONSUMPTION



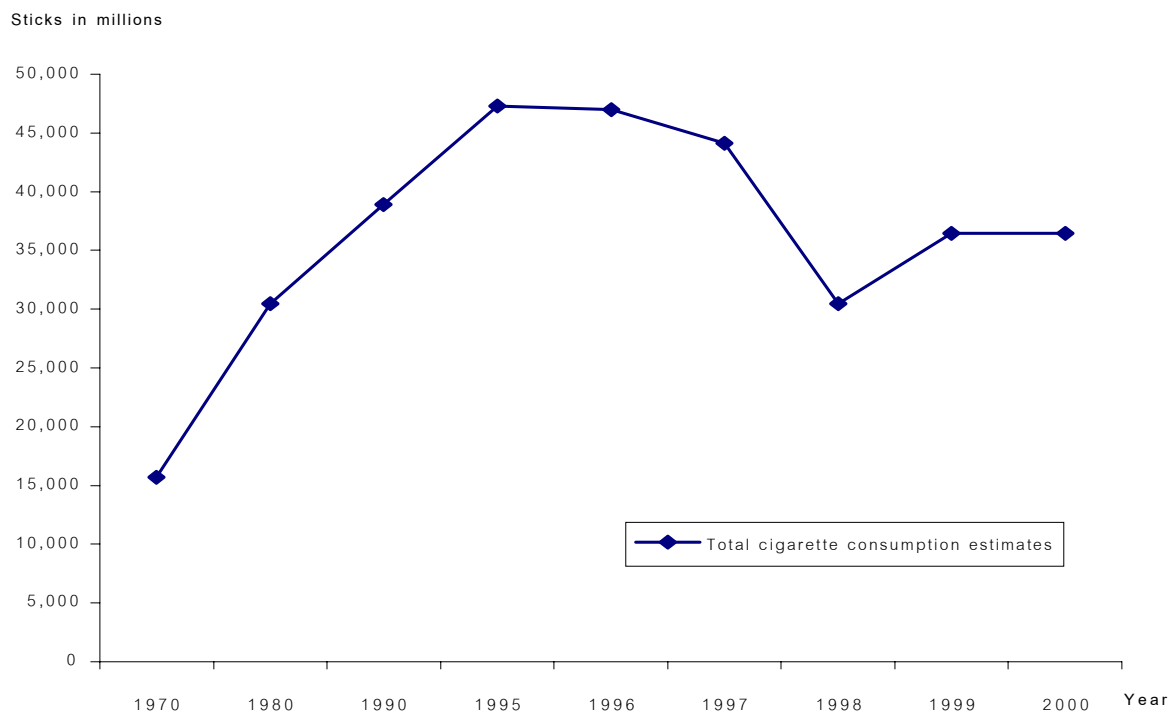
- Estimated total cigarette consumption
- Cigarette consumption per persons aged 15 or over
- Types of cigarettes consumed

ESTIMATED TOTAL CIGARETTE CONSUMPTION

Cigarette consumption of the Thais has been underestimated. Roll-your-own cigarettes have been consumed at a high level of 45-55% and exact number of them has not been available. Only the numbers of manufactured cigarettes are included.

From 1970 total annual cigarette consumption increased progressively up to 1995 when it started to decline to the lowest level in 1998. Then the consumption went up slightly in 1999 and 2000.

Total Cigarette Consumption Estimates , 1970 - 2000



Source : Constructed by THPI from Guindon GE , Boisclair D. Past , Current and Future Trends in Tobacco Use.
HNP Discussion Paper. Economics of Tobacco Control Paper No. 6 , February 2003

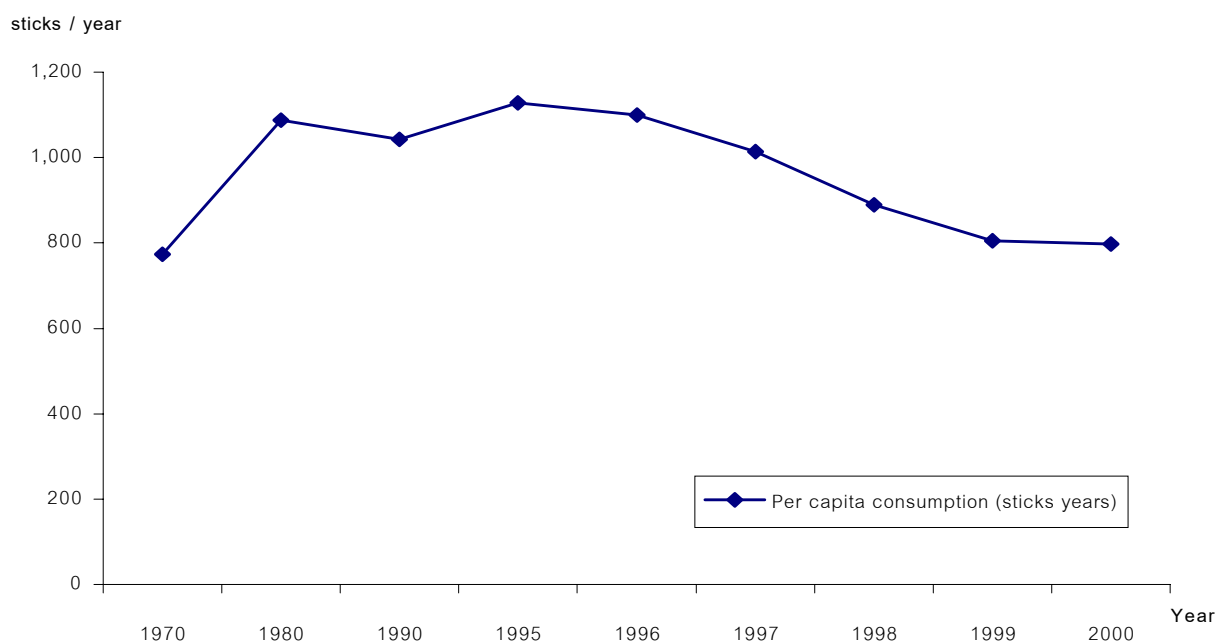


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CIGARETTE CONSUMPTION PER PERSONS AGED 15 OR OVER

From 1970 to 1995 per capita cigarette consumption increased 45.7% from 774 to 1,128 sticks annually - a rise of 45.7%. From then the annual consumption declined gradually to 798 sticks in 2000.

Per Capita Consumption Estimates , 1970 - 2000



Source : Constructed by THPI from Guindon GE , Boisclair D. Past , Current and Future Trends in Tobacco Use.

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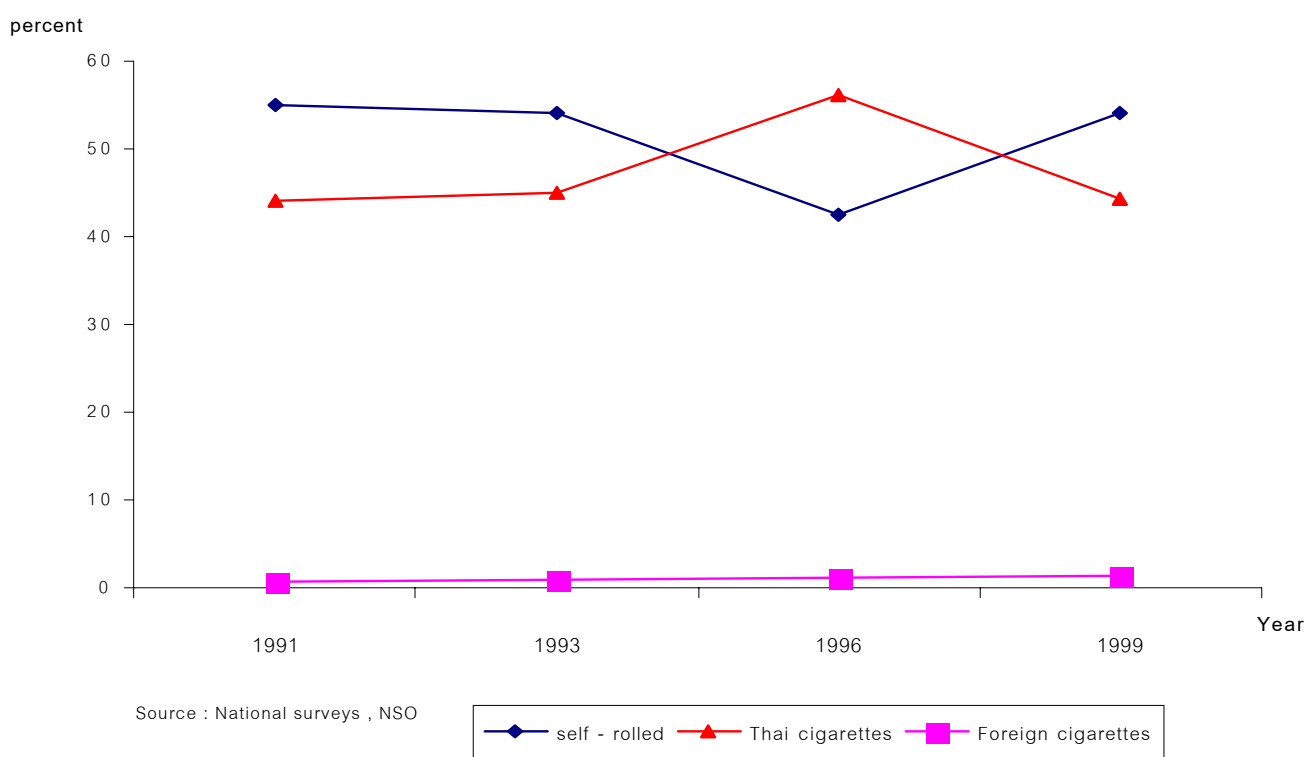


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TYPES OF CIGARETTES CONSUMED

From 1991 to 1999 Thais smoked more roll-your-owns than manufactured cigarettes except in 1996 when the factory products were consumed more. This occurred before the national economic meltdown in 1997.

Types of cigarettes (percentage) smoked by Thais , 1991 - 1999



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