

Tobacco

German cigarette retail trends in January

Industry Overview

Category value sales +2% in January

German cigarette category sales in January grew +2.3% YoY, following +5.0% in December. Year-ago sales were -0.4%. The sales % gain was driven by pricing growth of +4.5%, partially offset by a volume drop of 2.1%. January sales for Japan Tobacco (JT, +3.6% in value) outpaced peers Philip Morris International (PM,+1.6%), British American Tobacco (BAT, -1.2%), and Imperial Brands (IMB, -1.7%). Private label (PL) sales remain strong, climbing +17% YoY as consumers down traded to less expensive brands. German consumers are impacted by inflationary pressures on consumer goods, increased travel /mobility, and continued shifts to IQOS and/or other vapor products not included in this data. Recall that PM's heated tobacco share grew +90bps YoY in 4Q23 to 5.6% (see Exhibit 3).

Industry volumes declined -2.1%, PL volumes rose +14%

PM's volume was -4.0% in January, softening from December's -2.7% and cycling -9% a year ago. Marlboro volume was -4%. JT's volume was -1.9% vs. -0.5% in December and following +2% a year ago. BAT's volume was -6.1% vs. the prior period's -2.3% and lapping -2%. IMB's volume fell -6.8% in January vs. December's -5.8% and following - 10% a year ago. Private label (PL) volume climbed +14.2%, cycling +4% a year ago and following +14.7% in December.

Price/mix growth eased to +4.5% in January

German cigarette price/mix grew +4.5% in January, -100bps vs. December and cycling +5.7% in January 2023. January 2024 price/mix growth was strongest for PM (+5.8%, +20bps sequentially), JT (+5.7%,-210bps), IMB (+5.5%, -140bps), and BAT (+5.2%, -2.6bps vs. December). PL prices were +2.7%, -10bps vs. the prior month. The average cigarette price/pack in Germany reached €9.71 (+2c from December), with private label at €7.36 (-4c MoM and 24% below average industry per-pack prices), JT at €10.01 (+2c), BAT at €10.43 (unchanged), IMB at €10.04 (+3c), and PM at €10.25 (+7c). YoY, per-pack prices were up +51c overall.

Private label won more share

JT's share was flat at 8.1%, IMB's share -100bps to 19.4%, PM -70bps to 34.0%, and BAT share -80bps to 19.4%. Private label gained +230bps of share to reach 16.0%.

06 March 2024

Equity United States Tobacco

Lisa K. Lewandowski Research Analyst BofAS

+1 646 855 4647 lisa.lewandowski@bofa.com

Bryan D. Spillane Research Analyst BofAS +1 646 855 1979 bryan.spillane@bofa.com

Joffrey Bellicha Meller >> Research Analyst MLI (UK) +44 20 7995 7497 joffrey.bellichameller@bofa.com

Exhibit 1: Per-pack prices (20 sticks)

Average prices +2c in January vs. December



Source: NielsenIQ

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c = euro cent

vs. = versus

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Timestamp: 06 March 2024 08:52AM EST

Germany — Key trends

Exhibit 2: Key trends by major manufacturer for January 2024

PL outpaced branded peers in sales % growth terms in January; strong industry pricing likely depressed higher-priced brands

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	Value % change 4 wks 12 wks 52 wks			Volume % change 4 wks 12 wks 52 wks			Pricing % change 4 wks 12 wks 52 wks			Price per 20 sticks 4 wks 12 wks 52 wks			Volume share 4 wks 12 wks 52 wks			change 4 wks 12 wks 52 wks			
Germany	2.3%	3.7%	3.4%	-2.1%	-1.8%	-2.3%	4.5%	5.6%	5.8%	€ 9.71	€ 9.67				100.0%	T WK3	12 WK3	JZ WK3	
ВАТ	-1.2%	2.7%	2.5%	-6.1%	-4.2%	-3.9%	5.2%	7.3%	6.6%			€ 10.11	19.4%	19.5%	19.7%	-0.8%	-0.5%	-0.3%	
IAPAN TOBACCO	3.6%	5.7%	5.7%	-1.9%	-1.4%	-1.1%	5.7%	7.2%	6.9%	€ 10.01	€ 9.97	€ 9.81	8.1%	8.1%	8.1%	0.0%	0.0%	0.1%	
PHILIP MORRIS INTL	1.6%	2.1%	2.6%	-4.0%	-4.1%	-4.0%	5.8%	6.6%	6.8%	€ 10.25	€ 10.18	€ 9.92	34.0%	34.1%	34.4%	-0.7%	-0.8%	-0.6%	
REEMTSMA - IMPERIAL	-1.7%	-0.3%	-0.7%	-6.8%	-6.7%	-7.1%	5.5%	6.8%	6.8%	€ 10.04	€ 9.98	€ 9.77	19.4%	19.4%	19.8%	-1.0%	-1.0%	-1.0%	
PRIVATE LABEL	17.3%	15.9%	13.1%	14.2%	12.8%	9.8%	2.7%	2.7%	3.0%	€ 7.36	€ 7.34	€ 7.20	16.0%	15.8%	14.9%	2.3%	2.0%	1.6%	
ВАТ	-1.2%	2.7%	2.5%	-6.1%	-4.2%	-3.9%	5.2%	7.3%	6.6%	€ 10.43	€ 10.39	€ 10.11	19.4%	19.5%	19.7%	-0.8%	-0.5%	-0.3%	
Lucky Strike	-2.9%	1.1%	0.5%	-7.5%	-5.8%	-6.0%	5.0%	7.3%	6.9%	€ 10.29	€ 10.25	€ 10.00	5.9%	6.0%	6.1%	-0.3%	-0.3%	-0.2%	
Pall Mall	-2.2%	1.1%	1.9%	-8.2%	-6.9%	-5.2%	6.5%	8.7%	7.6%	€ 11.40	€ 11.41	€ 10.94	9.8%	9.8%	10.0%	-0.7%	-0.5%	-0.3%	
JTI	3.6%	5.7%	5.7%	-1.9%	-1.4%	-1.1%	5.7%	7.2%	6.9%	€ 10.01	€ 9.97	€ 9.81	8.1%	8.1%	8.1%	0.0%	0.0%	0.1%	
Natural American Spirit	-0.1%	3.3%	-1.0%	-9.2%	-7.3%	-10.4%	10.0%	11.5%	10.5%	€ 8.56	€ 8.52	€ 8.39	0.5%	0.5%	0.5%	0.0%	0.0%	0.0%	
Benson & Hedges (VA blend)	-5.8%	-2.4%	-1.4%	-14.0%	-13.2%	-11.9%	9.6%	12.4%	11.9%	€ 8.87	€ 8.80	€ 8.60	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	
Camel	5.0%	6.8%	5.8%	-1.6%	-1.1%	-1.2%	6.7%	8.0%	7.0%	€ 10.43	€ 10.40	€ 10.26	2.9%	3.0%	2.9%	0.0%	0.0%	0.0%	
TAWA	11.9%	14.7%	9.4%	10.7%	13.5%	7.5%	1.1%	1.1%	1.8%	€ 8.22	€ 8.19	€ 7.92	1.6%	1.6%	1.6%	0.2%	0.2%	0.1%	
Winston	0.4%	2.0%	6.1%	-6.2%	-6.9%	-2.7%	7.0%	9.6%	9.1%	€ 11.15	€11.12	€ 11.02	2.9%	2.9%	2.9%	-0.1%	-0.2%	0.0%	
PHILIP MORRIS INTL	1.6%	2.1%	2.6%	-4.0%	-4.1%	-4.0%	5.8%	6.6%	6.8%	€ 10.25	€ 10.18	€ 9.92	34.0%	34.1%	34.4%	-0.7%	-0.8%	-0.6%	
Marlboro	1.9%	2.0%	2.6%	-4.0%	-4.5%	-3.9%	6.2%	6.7%	6.9%	€ 10.25	€ 10.18	€ 9.96	22.7%	22.8%	22.9%	-0.5%	-0.6%	-0.4%	
L&M	0.2%	2.1%	2.3%	-4.9%	-4.2%	-4.5%	5.3%	6.6%	7.1%	€ 10.44	€ 10.36	€ 10.00	8.8%	8.9%	9.1%	-0.3%	-0.2%	-0.2%	
F6	-5.5%	-4.6%	-3.3%	-8.3%	-8.8%	-9.6%	3.0%	4.6%	7.0%	€ 10.00	€ 9.90	€ 9.38	0.6%	0.6%	0.6%	0.0%	0.0%	-0.1%	
Chesterfield	-0.5%	-1.0%	1.9%	-5.9%	-7.4%	-5.0%	5.8%	6.9%	7.3%	€ 10.36	€ 10.32	€ 10.07	1.2%	1.1%	1.2%	0.0%	-0.1%	0.0%	
Parliament	25.1%	26.5%	17.5%	26.5%	29.2%	18.5%	-1.1%	-2.1%	-0.9%	€ 8.52	€ 8.27	€ 8.12	0.6%	0.6%	0.5%	0.1%	0.1%	0.1%	
Philip Morris	-75.3%	-72.1%	-52.3%	-75.4%	-72.5%	-52.6%	0.4%	1.7%	0.5%	€ 6.66	€ 6.89	€ 6.89	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
IMPERIAL BRANDS	-1.7%	-0.3%	-0.7%	-6.8%	-6.7%	-7.1%	5.5%	6.8%	6.8%	€ 10.04	€ 9.98	€ 9.77	19.4%	19.4%	19.8%	-1.0%	-1.0%	-1.0%	
John Player Special	-8.4%	-5.5%	-5.0%	-14.3%	-12.8%	-11.8%	6.8%	8.4%	7.8%	€ 10.67	€ 10.63	€ 10.42	7.2%	7.2%	7.5%	-1.0%	-0.9%	-0.8%	
Gauloises Blondes	-3.0%	-2.2%	-0.4%	-8.0%	-8.6%	-7.4%	5.4%	7.0%	7.6%	€ 10.20	€ 10.15	€ 9.91	4.4%	4.5%	4.7%	-0.3%	-0.3%	-0.3%	
West	-2.4%	-0.8%	-0.1%	-9.2%	-8.8%	-7.2%	7.5%	8.8%	7.6%	€ 10.50	€ 10.48	€ 10.23	3.1%	3.0%	3.1%	-0.2%	-0.2%	-0.2%	
R1	-4.0%	-2.4%	-2.5%	-8.6%	-7.5%	-7.9%	5.0%	5.5%	5.9%	€ 8.67	€ 8.64	€ 8.48	1.5%	1.5%	1.5%	-0.1%	-0.1%	-0.1%	
Peter Stuyvesant	-8.5%	-13.4%	-10.5%	-20.5%	-24.7%	-17.5%	15.1%	14.9%	8.5%	€ 8.87	€ 8.73	€ 8.50	0.4%	0.4%	0.4%	-0.1%	-0.1%	-0.1%	

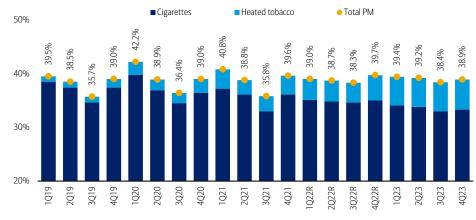
Source: NielsenIQ. wks = weeks.

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PM's total German tobacco share including IQOS (heated tobacco)

Exhibit 3: PM's combustible + heated tobacco market share in GERMANY

We believe that this exhibit is more representative of PM's performance in Germany



Source: Company reports

Performance trends — Germany

Exhibit 4: Industry volume and price/mix growth trends

Pricing growth eased vs. prior month

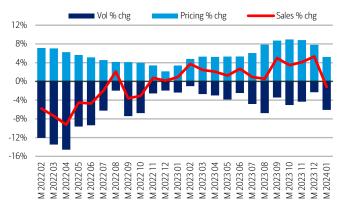


Source: NielsenIQ

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Exhibit 6 BAT volume and price/mix growth

Sales % weakened vs. December

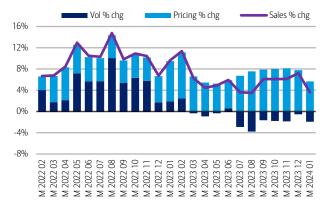


Source: NielsenIQ

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Exhibit 8 JTI volume and price/mix growth

JT's volume decline % accelerated vs. the prior month



Source: NielsenIQ

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Exhibit 5: PM volume and price/mix growth trends

Pricing growth clearly depressing overall volume %



Source: NielsenIQ

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Exhibit 7: IMB volume and price/mix growth

IMB's volumes remained softer than the category overall

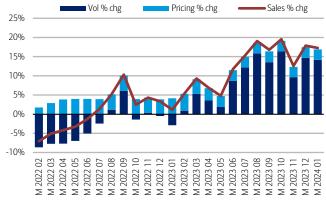


Source: NielsenIQ

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Exhibit 9: Private label volume and price/mix growth

Inflationary pressures likely aiding downtrading

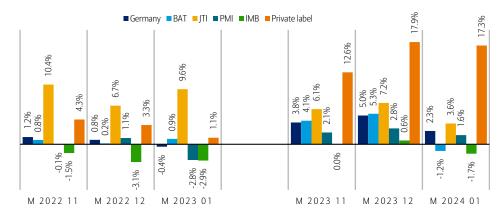


Source: NielsenIQ

Year-over-year and consecutive sales growth trends

Exhibit 10: Year over year and consecutive sales growth trends for trailing 3 months

January sales +2.3% vs. +5.0% in December and -0.4% in the year-ago period

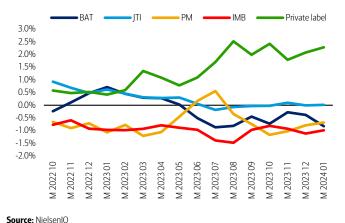


Source: NielsenIQ

Volume share and average per pack prices

Exhibit 11: Volume share change trends for the top players

Private label share growth accelerated vs. December

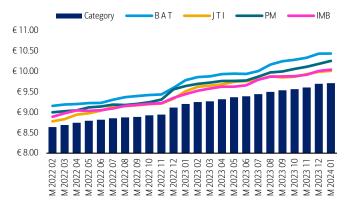


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Exhibit 12: Average per-pack prices (20 sticks)

Average per-pack prices reached €9.71 pack



Source: NielsenIQ

Sales growth trends for key brands by manufacturer

Exhibit 13: Sales % trends for BAT's key brands in Germany Pall Mall and Lucky Strike sales growth weakened vs. December

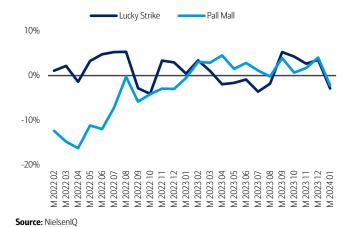
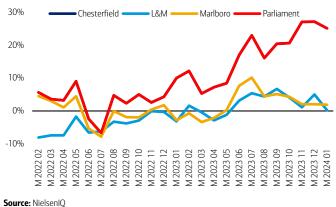


Exhibit 15: Sales % trends for PM's key brands in Germany

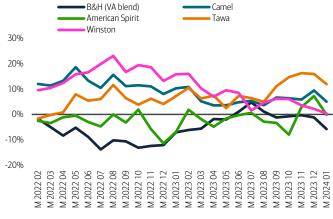
Sales growth for Parliament outpaced other PM brands



e: Nieisenių Bofa Global research

Exhibit 14: Sales % trends for JTI's key brands in Germany All of the brands shown below posted slower sales this month w

All of the brands shown below posted slower sales this month vs. December



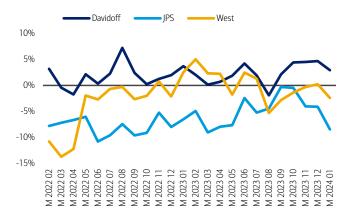
Source: NielsenIQ

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Exhibit 16: Sales % trends for IMB's key brands in Germany

Sales % for West softened in January vs. December



Source: NielsenIQ



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