

**Supplementary File 3: Analysis of Tobacco Pack Size Distribution****Supplementary File 3 Table 1: Tobacco pack size distribution 2010-2020**

Pack size within market partition	Percent of Pack Sizes (%)										
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Super Value</b>											
20	44.4	47.6	60.0	63.6	75.0	70.6	70.6	55.0	34.4	73.1	63.6
25						5.9	5.9	30.0	28.1	26.9	36.4
30	22.2	19.0	20.0	18.2	6.3	5.9	5.9	5.0	12.5		
40	22.2	33.3	20.0	18.2	18.8	17.6	17.6	10.0	25.0		
60	11.1										
<b>Budget</b>											
20	34.3	25.0	18.9	16.2	29.7	29.4	27.8	32.0	42.4	60.0	63.3
21	8.6	5.0	8.1	16.2	16.2	17.6	16.7	12.0			
25	20.0	22.5	24.3	18.9	10.8	8.8	11.1	24.0	27.3	40.0	36.7
26			8.1	8.1	8.1	8.8	8.3	6.0			
30	28.6	25.0	18.9	18.9	18.9	17.6	19.4	14.0	12.1		
31	8.6	2.5									
40		7.5	8.1	8.1	16.2	17.6	16.7	12.0	18.2		
50		12.5	13.5	13.5							
<b>Everyday</b>											
20	41.0	42.0	42.5	50.0	48.6	53.4	52.1	46.8	55.8	60.0	66.7
25	20.5	27.5	26.0	21.6	22.2	22.4	22.9	29.8	20.9	30.0	33.3
26	3.8										
30	20.5	21.7	20.5	17.6	13.9	13.8	16.7	14.9	14.0	10.0	
40	5.1	1.4	4.1	4.1	4.2	5.2	6.3	6.4	7.0		
50	5.1	7.2	6.8	6.8	11.1	5.2	2.1	2.1	2.3		
52	3.8										
<b>Premium</b>											
20	69.4	73.9	77.3	73.7	69.0	69.0	57.1	57.1	57.1	70.0	68.4
25	22.6	21.7	22.7	26.3	24.1	24.1	33.3	33.3	35.7	30.0	31.6
30	1.6	2.2									
40	1.6	2.2									
50	4.8				6.9	6.9	9.5	9.5	7.1		