

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
Super Value											
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										
Budget											
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							
Everyday											
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										
Premium											
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		