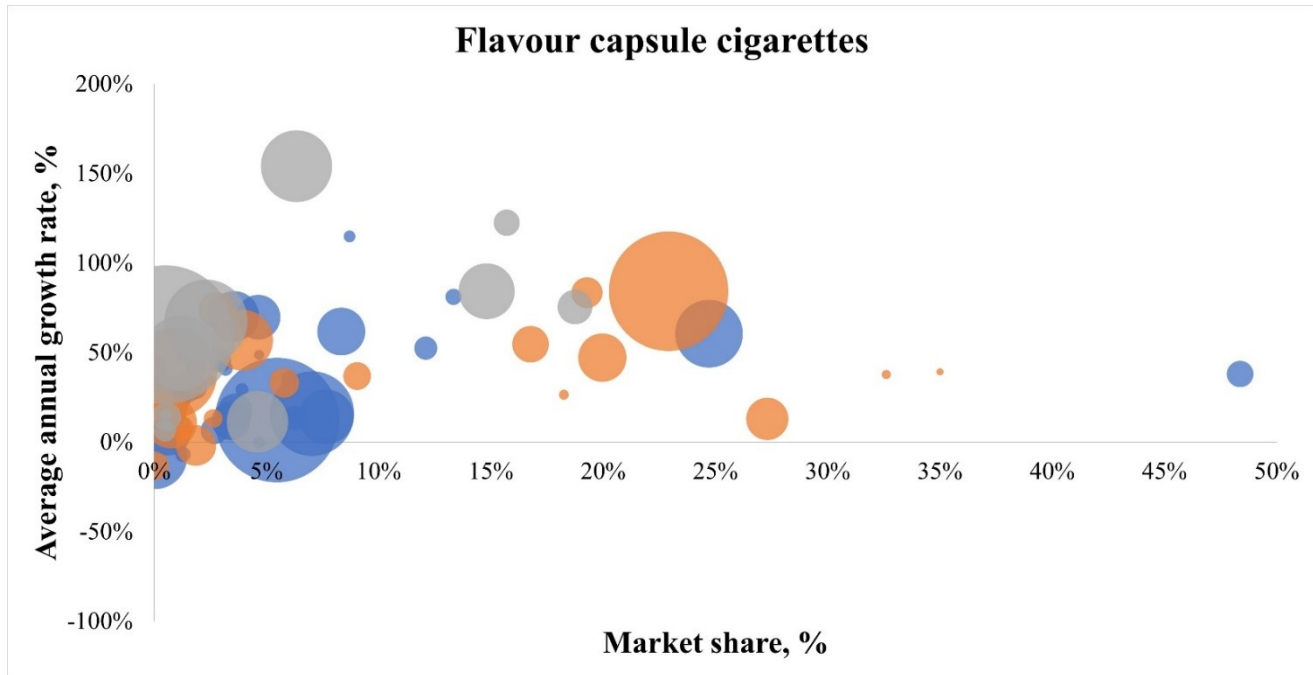
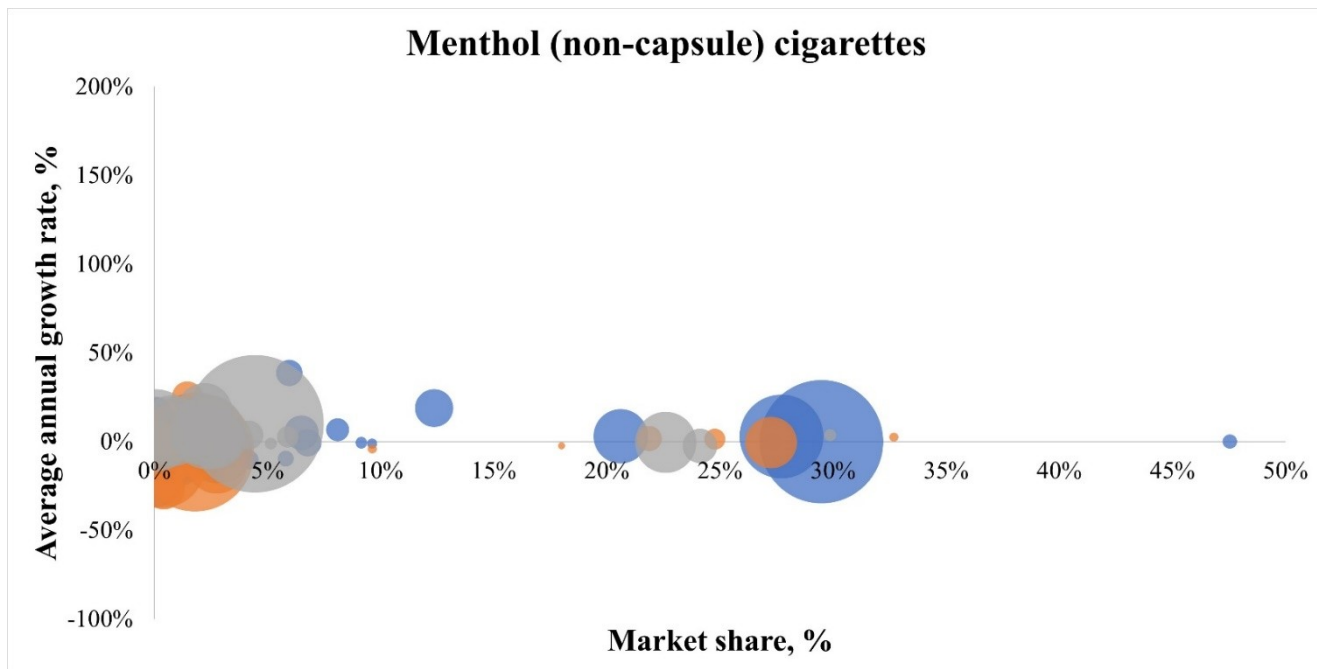


SUPPLEMENTARY MATERIAL

Supplementary Figure 1. Average annual growth rates¹ from 2010 to 2020 by % market share in 2020² for flavour capsule cigarettes and menthol cigarettes by country income level, Euromonitor Passport



● High income countries ● Upper middle income countries ● Lower middle income countries



Bubble size corresponds to total cigarette retail size volume; For figure visualisation purposes, China was set to twice the size of Indonesia, the country with the second largest cigarette retail volume (in actuality, China's volume is 8.6 times that of Indonesia)

Flavour capsule cigarettes: N=21 countries in 2010 and 64 in 2020; Menthol cigarettes: N=78 in 2010 to N=74 in 2020

¹ Annual growth rates >300% capped at 300% to avoid meaningless values resulting from an increase over a very small market share

² Or latest available year