



# World Cancer Congress Geneva, Switzerland 18 – 20 Oct 2022



## Tobacco Facts

### The Industry

1.3bn smokers globally

- **China** is home to **300 million smokers** who consume approximately 1.7 trillion cigarettes annually or roughly three million cigarettes per minute. One of every three cigarettes smoked globally is in China
- **80%** of smokers are in **LMICs**

**Worldwide**, around **10 million cigarettes** are purchased per minute, 15 billion are sold per day, and upwards of **six trillion** are produced and used **every year**.

If the trend continues, that number is expected to increase to **1.6 billion globally** by the year **2025**.

Smoking is the most common form of tobacco use worldwide. Other tobacco products include waterpipe tobacco, various smokeless tobacco products, cigars, cigarillos, roll-your-own tobacco, pipe tobacco, bidis and kreteks.

There are more than **7,000 chemicals in tobacco smoke**, of which more than 250 are known to be harmful, more than **69 are known to cause cancer**, and **16 are classified as Group I carcinogens**.

- Benzene is a major cause of acute myeloid leukemia. Not surprisingly, cigarette smoke is the major source of benzene. Among smokers in the United States, 90% of their benzene exposure will come from cigarettes.

The global **tobacco market** size was valued at USD 932.11 billion in **2020** and is expected to expand at a compound annual growth rate (CAGR) of 1.8% from 2021 to 2028.

- Global Tobacco Market Is Expected to Reach USD 934.5 Billion by 2026

The **combined profits** of the world's biggest tobacco companies exceeded USD 62.27 billion in 2015, the last year on record for all the major companies.

- Tobacco industry profits USD 9k from every smoker's death
- The leading tobacco company worldwide was the British American Tobacco, generating some 33 billion U.S. dollars of revenue in 2019.
- With just over 30 billion U.S. dollars in sales, Philip Morris International was the second leader among tobacco companies around the world that year.

**Key players** operating in the global tobacco market include Hongyunhonghe Tobacco (Group) Co.; British American Tobacco p.l.c. (BAT), Ltd.; Altria Group, Inc.; Reynolds American Inc.; Japan Tobacco Inc.; Imperial Brands PLC; and Philip Morris International Inc.

- in April 2018, British American Tobacco and Philip Morris International planned to launch vaping products in the United Arab Emirates after the government lifts the ban on the sale of e-cigarettes and vaping devices.
- In October 2019, Altria announced the launch of Iqos tobacco device in U.S. It heats tobacco, but doesn't burn it, and is designed to give users the same rush of nicotine as smoking with fewer toxins.
- In September 2017, British American Tobacco announced the acquisition of Reynolds American Inc. to create the world's biggest tobacco company.
- In August 2018, Japan Tobacco Inc., announced the acquisition of Akij Group, the second-largest cigarette maker in Bangladesh for 124.3 billion taka (USD 1.5 billion), to accelerate the company's expansion in emerging markets.
- In January 2020, Philip Morris International Inc. (PMI) announced the collaboration with the KT&G, a leading tobacco and nicotine company in South Korea to commercialize KT&G's smoke-free products outside of the country.

**Global tobacco market** is witnessing the **several challenges** from past few years.

- This is mainly due to rising health consciousness, stringent government policies, increasing popularity and availability of substitutes, and economic concerns.
- In addition to this, availability of nicotine replacement therapies such as gum, patches, and lozenges, are hampering the growth of market.
- Tobacco sales are shifting from developed markets such as Europe and North America, where tobacco consumption is mostly ban due to government regulations, to emerging markets, like in Asia Pacific and Africa, where tobacco companies take full advantage of lax regulatory environments, increasing incomes, and growing populations.

The tobacco industry spends billions of dollars each year on cigarette and smokeless tobacco **advertising and promotions.**

- \$8.2 billion was spent on advertising and promotion of cigarettes and smokeless tobacco combined in the USA - about \$22.5 million every day, and nearly \$1 million every hour.

**Child labour** is used.

- In Malawi alone, there are about 78,000 children working on tobacco plantations. But child labour is also widespread in other countries such as Brazil, Indonesia, the USA and other countries.
- Every year, the US Department of Labor publishes a List of Goods Produced by Child Labor or Forced Labor. In 2016, the list contained 16 countries growing tobacco using child labour.

## Impacts: Health

All forms of tobacco are harmful, and there is no safe level of exposure to tobacco.

Cigarette Tobacco kills up to half of its users.

Causes 8m deaths each year

- Translating to one smoking-related death every five seconds.
- More than 7 million of those deaths are the result of direct tobacco use while around 1.2 million are the result of non-smokers being exposed to second-hand smoke.

Almost half of children regularly breathe air polluted by tobacco smoke in public places, and 65 000 die each year from illnesses attributable to second-hand smoke.

100 million people died from tobacco-related diseases in the 20th century. Without action taken, 1 billion people could die this century from tobacco-related diseases.

In addition to cancer, smoking can greatly increase your risk of coronary heart disease and stroke

11% of all new cancer cases and 18% of all deaths

3m cancer deaths

- 80-85% of lung cancers caused by tobacco smoking
- Causes cancer of the bladder, blood, bone marrow, cervix, colon, esophagus, kidneys, larynx, liver, mouth, pancreas, rectum, stomach, and throat.

10% of cancer survivors smoke 9 years after diagnosis

On average, smokers die 10 years earlier than non-smokers

Farm workers, especially child labourers, minorities and migrant workers are at risk of nicotine toxicity (green tobacco illness), caused by handling tobacco leaves without protection during harvest and processing.

BAT and Imperial tobacco firms profited from child labour, law firm alleges (2020)

- Legal claim launched after Guardian investigation accuses firm of exploitation in supply chain

Scientific paper claiming smokers less likely to acquire Covid retracted over tobacco industry links (2021)

- Analysis of the paper identified several biases 'which may give the false impression that smoking is protective in Covid-19'

BAT: Tobacco giant bets £1bn on influencers to boost 'more lung-friendly' sales (2021)

- As smoking falls out of fashion, BAT is pinning its hopes on younger users of e-cigarettes and nicotine pouches

## Impacts: Environmental

Tobacco growing, production, marketing and consumption are devastating our environment. Tobacco cultivation causes **deforestation** and over-utilizes harmful **chemicals**. The **waste from production**— much of it toxic— and disposal of **packaging** and **cigarette butts pollute our fragile ecosystems**

- **Deforestation** for tobacco growing has many serious environmental consequences – including loss of biodiversity, soil erosion and degradation, water pollution and increases in atmospheric carbon dioxide.
- Tobacco growing usually involves substantial use of **chemicals** – including pesticides, fertilizers and growth regulators. These chemicals may affect drinking water sources as a result of run-off from tobacco growing areas. Research has also shown that tobacco crops deplete soil nutrients by taking up more nitrogen, phosphorus and potassium than other major crops.
- With 6 trillion cigarettes manufactured annually, about **300 billion packages** (assuming 20 cigarettes per pack) are made for tobacco products. Assuming each empty pack weighs about

six grams, this amounts to about 1 800 000 tonnes of packaging waste, composed of paper, ink, cellophane, foil and glue.

- **Cigarette butts** are the most **commonly discarded piece of waste globally** and are the most frequent item of litter picked up on beaches and water edges worldwide. The non-biodegradable cellulose acetate filter attached to most manufactured cigarettes is the main component of cigarette butt waste and trillions of filter-tipped butts are discarded annually. Assuming that each filter weighs 170 milligrams, the weight of all tobacco-attributable non-biodegradable (filter) waste discarded annually is about 175 200 tonnes.

In the United Kingdom of Great Britain and Northern Ireland, cigarettes **caused 7% of fires in 2013–2014**, making them the single most important cause of deaths related to fires (34 deaths/1000 fires). In the United States of America, cigarettes have been responsible for 8–10% of all fires over the past 10 years (on average 90 000 fires per year); they also remain the single most important cause of deaths related to fires (540 of 2855 total deaths in 2011).

### Impacts: Economic

Tobacco costs the U.S. economy more than \$300 billion each year. Of this, \$170 billion goes toward medical care, while more than \$156 billion is attributed to lost productivity due to illness and death.

Addiction to tobacco impacts poverty and development. In poorer countries, up to 30% of income is spent on tobacco, reducing funds available for nutrition, education and health care.

**Tobacco taxes** are the most cost-effective way to reduce tobacco use and health care costs, especially among youth and low-income people, while increasing revenue in many countries.

- The tax increases need to be high enough to push prices up above income growth.
- An increase of tobacco prices by 10% decreases tobacco consumption by about 4% in high-income countries and about 5% in low- and middle-income countries.

Despite this, introducing high tobacco taxes is a measure that is least implemented among the set of available tobacco control measures.

### FCTC Implementation

WHO Member States unanimously adopted the WHO Framework Convention on Tobacco Control (WHO FCTC). In force since 2005, it has currently 182 Parties covering more than 90% of the world's population.

### MPOWER

In 2007, WHO introduced a practical, cost-effective way to scale up implementation of the main demand reduction provisions of the WHO FCTC on the ground: MPOWER. Each MPOWER measure corresponds to at least 1 provision of the WHO Framework Convention on Tobacco Control.

The 6 MPOWER measures are:

- Monitor tobacco use and prevention policies
- Protect people from tobacco use

- Offer help to quit tobacco use
- Warn about the dangers of tobacco
- Enforce bans on tobacco advertising, promotion and sponsorship
- Raise taxes on tobacco.

2019 65% of world population covered by at least one MPOWER measure but:

- Just 19 countries, representing 15% of the world's population, meet the best practice for pictorial warnings, which includes the warnings in the local language and cover an average of at least half of the front and back of cigarette packs. No low-income country meets this best-practice level. Forty-two countries, representing 42% of the world's population, mandate pictorial warnings.
- Only 19 countries, representing 6% of the world's population, have reached the highest level of achievement in banning tobacco advertising, promotion and sponsorship.
- Around 38% of countries have minimal or no restrictions at all on tobacco advertising, promotion and sponsorship.
- Only 27 countries, representing less than 8% of the world's population, have tobacco tax rates greater than 75% of the retail price.