

BIG TOBACCO'S GLOBAL EXPANSION

Now that you know what Big Tobacco is up to in the United States, it's time to hit you with some scary facts about what they are doing around the world. With declining sales in the U.S. due to all the successful anti-tobacco advocacy and state government action, the tobacco industry has to go overseas for its future markets. In 1996, former Philip Morris CEO Geoffrey Bible said, "We are still in the foothills when it comes to exploring the full opportunities of many of our new markets."

Worldwide, nearly 5 million people die each year from tobacco use. If current trends continue, tobacco will kill 10 million people a year by 2020. 70 percent of those deaths will be in developing countries.

Less than five percent of the world's smokers live in the U.S., so Big Tobacco has taken their savvy marketing strategies abroad where they portray smoking as a glamorous, sophisticated and popular habit imported from the U.S. and the Western world. For example, there are cigarette brands named after American cities such as Houston, and they use English words such as Liberty, Hope, Champion and even American Dream.

When it comes to marketing their products to youth, the tobacco companies promote their cigarette brands through every possible medium. Some of the more obvious methods include television, magazines and newspapers, billboards, and the Internet – but the companies also have a whole lot of "indirect advertising" techniques in their bag of tricks. This includes sponsoring sporting events and teams, promoting rock concerts and discos, and placing their brand logos on t-shirts, backpacks and other merchandise that attract youth. Here is some scary stats:

- Tobacco use killed one hundred million people in the 20th century and if current trends continue, will kill one billion people in the 21st century.
- Almost one billion men (35 percent in developed countries and 50 percent in developing countries) and 250 million women (22 percent of women in developed countries and 9 percent in developing countries) smoke cigarettes.
- If current trends continue, 650 million people alive today will eventually die from tobacco-related diseases.
- Worldwide, over 15 billion cigarettes are smoked every day.
- Every day, some 80-100,000 young people around the world become addicted to tobacco. If current trends continue, 250 million children alive today will die from tobacco-related disease.
- China consumes more than 30 percent of the world's cigarettes, with almost 70 percent of males smoking.
- The top five cigarette-consuming countries are: China, United States, Russia, Japan and Indonesia.
- Philip Morris, British American Tobacco (BAT), and Japan Tobacco are the world's three largest multinational tobacco companies.
- In 2004, Philip Morris captured about one-sixth of the world cigarette market by operating in 160 countries and selling cigarettes worth more than \$57 billion.
- China is the largest cigarette manufacturer, followed by the U.S.

The sources for all of these facts, and other useful tobacco use information, can be found in the Campaign for Tobacco-Free Kids factsheets available on the Campaign's web site at www.tobaccofreekids.org, <http://tobaccofreekids.org/research/factsheets> or <http://tobaccofreecenter.org/>. Additional information is available from the U.S. Centers for Disease Control & Prevention web site at <http://www.cdc.gov/tobacco/>, with CDC state-specific data available at http://www.cdc.gov/tobacco/data_statistics/index.htm.