

RESEARCH SAYS:

“For each 1,000 tons of tobacco produced, about 1,000 people will eventually die.”

World Health Organization, Regional Office for the Eastern Mediterranean, undated

NEARLY 20% OF THE WORLD'S ADULT POPULATION SMOKES CIGARETTES. Smokers consumed nearly 5.9 trillion cigarettes in 2009, representing a 13% increase in cigarette consumption in the past decade.

Cigarette consumption historically has been highest in high-income countries, but because of targeted marketing, increased social acceptability, continued economic development, and population increases, consumption is expected to increase in low- and middle-income countries. Cigarette consumption in Western Europe dropped by 26% between 1990 and 2009 but increased in the Middle East and Africa by 57% during the same period. This change has occurred as people in high-income countries increasingly understand the dangers of smoking and governments continue to implement tobacco control policy and legislation. Globally, the increase in cigarette consumption in low- and middle-income countries is significant enough to offset the decrease in high-income countries.

Cigarette consumption is responsible for a significant disease burden. As consumption rates continue to increase in low- and middle-income countries, these countries will experience a disproportionate amount of tobacco-related illness and death—particularly China, as Chinese men smoke a third of the world's cigarettes. If the smoking prevalence among Chinese women increases, global consumption of cigarettes will skyrocket, and the country's economy and health-care systems will be overwhelmed.

While global smoking prevalence is flat or decreasing, the total number of smokers worldwide continues to increase simply due to population growth. While almost 6 trillion cigarettes are consumed annually, the pattern of nicotine consumption may shift in the future as people seek alternative nicotine delivery systems (see Chapter 5 – *Nicotine Delivery Systems*). **TOBACCO AND NICOTINE ADDICTION MUST BE TREATED COMMENSURATE WITH THE HARM CAUSED.** The World Health Organization's Framework Convention on Tobacco Control (WHO FCTC) has outlined how best to reduce tobacco use, and the time has come to act on this information.

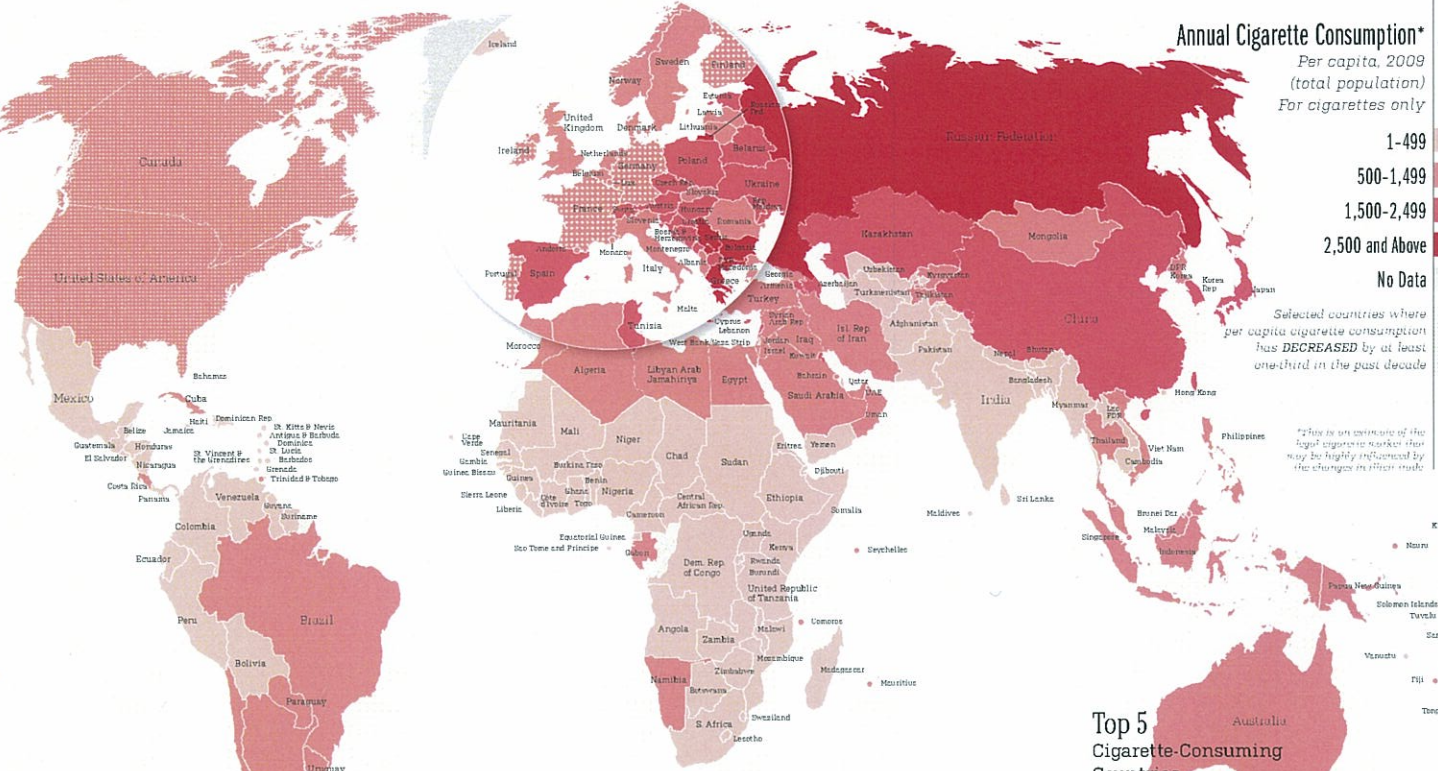
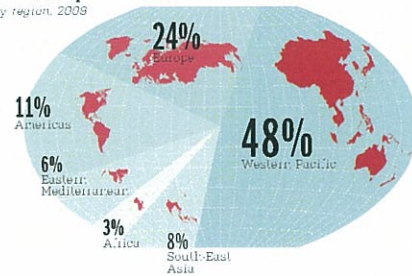
THE INDUSTRY SAYS:

“We believe we can increase the consumption of kretek elsewhere.... We assured ourselves that they are not more or less dangerous than conventional cigarettes.”

Louis Camilleri, CEO, Altria, US, 2005

World Cigarette Consumption

By region, 2009



Annual Cigarette Consumption*

Per capita, 2009 (total population) For cigarettes only

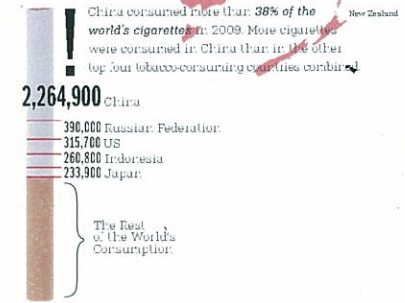
- 1-499
- 500-1,499
- 1,500-2,499
- 2,500 and Above
- No Data

Selected countries where per capita cigarette consumption has DECREASED by at least one-third in the past decade

*This is an estimate of the legal cigarette market that may be highly influenced by the changes in illicit trade

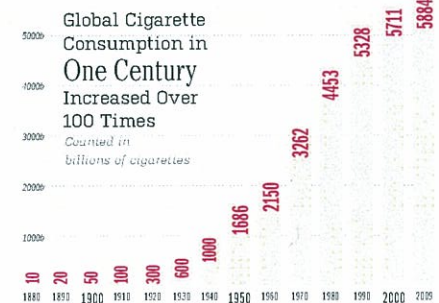
Top 5 Cigarette-Consuming Countries

2009, counted in millions of cigarettes



Global Cigarette Consumption in One Century Increased Over 100 Times

Counted in billions of cigarettes



Enough cigarettes were consumed in 2009 for each man, woman, and child in the world to have smoked an average of 895 cigarettes or 43 packs.