



**World Market Share of Philip Morris, BAT and Japan Tobacco, 2000<sup>16</sup>**

	<i>Cigarettes (billions)</i>	<i>Cigarette Production (% of world total)</i>
Phillip Morris	887.3	16.5%
British American Tobacco	807.0	15.0%
Japan Tobacco International	447.9	8.1%

- In 2003, the Chairman of British American Tobacco collected \$4.25 million in salary and bonuses.<sup>17</sup> A British charity calculated that it would take the average tobacco farmer in Brazil approximately six years to earn the equivalent of what the BAT Chairman makes in a single day (and approximately 2,140 years to earn his annual salary).<sup>18</sup>
- In the United States, with less than 5% of the world's smokers, tobacco companies spent over \$11.2 billion — or more than \$31 million a day — on advertising and promotional expenditures in 2001.<sup>19</sup>

**Tobacco Agriculture:**

**Top 5 Tobacco Producing Countries, 2002**  
*% of Global Production<sup>20</sup>*

China	34%
India	10.3%
Brazil	9.6%
United States	6%
Indonesia	2.5%

**Top 5 Tobacco Exporting Countries, 2002**  
*% of Global Exports<sup>21</sup>*

Brazil	22.6%
United States	7%
China	6.7%
Malawi	5.9%
Italy	5.6%

- Many countries are net importers of tobacco leaf and tobacco products, and lose millions of dollars each year in foreign exchange as a result. In 2002, two-thirds of 161 countries surveyed imported more tobacco leaf and tobacco products than they exported. Nineteen countries had a negative balance of trade in tobacco products of over \$100 million or more, including Cambodia, Malaysia, Nigeria, Romania, the Russian Federation, South Korea and Vietnam.<sup>22</sup>

**Youth and Tobacco:**

- Every day, approximately 80,000 to 100,000 young people around the world become addicted to tobacco.<sup>23</sup>
- If current trends continue, 250 million children alive today will die from tobacco-related disease.<sup>24</sup>
- 82 percent of youth (ages 12-17) smokers in the United States prefer Marlboro, Camel and Newport — the three most heavily advertised brands. Yet these brands only constitute about half of the U.S. adult market.<sup>25</sup>

**Tobacco Control:**

- In a developing country with a per capita GDP of \$2,000, effective smoking prevention costs approximately \$20 to \$40 per year of life gained. Lung cancer treatment (which can prolong the lives of only about 10 percent of affected people) costs \$18,000 per year of life gained.<sup>26</sup>

## Endnotes

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## Framework Convention Alliance on Tobacco Control

Rue Henri-Christiné 5, Case Postale 567, CH-1211 Genève, Switzerland

tel. 41-22-321-0011; 1-202-352-3284 fax. 41-22-329-1127 e-mail: [fca@globalink.org](mailto:fca@globalink.org)

[www.fctc.org](http://www.fctc.org)

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