

Global cigarette production fell to 5.6 trillion pieces in 2002, a decrease of 0.5 percent over 2001.¹ (See Figure 1.) While total production has hovered around the same mark for the past decade, population growth during this time has reduced per capita output 13 percent since 1990, to 897 cigarettes per person a year.² (See Figure 2.)

China, the United States, and Russia—the three largest producers—manufacture just under half of the world's supply. In 2002, China produced 1.7 trillion cigarettes, 31 percent of global production.³ The United States manufactured 580 billion cigarettes, or 10 percent.⁴ But unlike China, which uses 99 percent of the cigarettes it produces, the United States exports 23 percent of its output.⁵

Russia, traditionally a smaller producer, is now the third largest, manufacturing 375 billion cigarettes in 2002, more than twice as many as in 1998.⁶ And Russians are now leaders in per capita cigarette consumption—smoking 1,931 cigarettes in 2002, more than twice the global average.⁷ (See Figure 3.)

Of the more than 1.1 billion smokers worldwide, 82 percent live in low- or middle-income countries.⁸ Between high population growth and aggressive tobacco marketing campaigns in these regions, most of the growth in smoking is expected to occur in these nations—a development that will increasingly burden public health systems already straining from a lack of resources and from diseases like AIDS.⁹

Currently, smoking kills 4.9 million people a year—one in 10 adult deaths—from a range of illnesses that includes heart disease, various forms of cancer, and stroke.¹⁰ By 2030, experts foresee smoking becoming the leading cause of death, responsible for 10 million deaths a year—of which 7 of every 10 would occur in low- or middle-income countries.¹¹

Globally, cigarettes and cigarette lights (matches and lighters) also cause 17,000 fire deaths and \$27 billion of damage each year.¹² In the United States, cigarettes cost \$76 billion a year in health care expenditures and another \$82 billion in lost productivity.¹³ Secondhand smoke also threatens health, increasing the risk of lung

cancer and heart disease more than 20 percent.¹⁴

Since 1999, a coalition led by the World Health Organization has been drafting a Framework Convention on Tobacco Control to reduce consumption through measures that include stronger labeling requirements, marketing restrictions, anti-smuggling laws, and workplace bans.¹⁵ This global treaty will be ready for signature in 2003, but its success is uncertain, as the tobacco industry and several governments have tried to weaken the text.¹⁶

Many regions have already significantly reduced smoking by controlling tobacco. Cigarette taxes lower smoking rates while providing governments with funds to combat smoking-related health problems.¹⁷ In the United Kingdom, as cigarette prices increased in real terms by 70 percent over two decades, consumption declined by more than 35 percent.¹⁸

Counter-advertising, such as anti-smoking commercials and explicit health labels placed on cigarette packs, also helps reduce smoking.¹⁹ In Canada, a 2001 survey showed that 90 percent of smokers noticed the visually disturbing labels and 44 percent were more motivated to quit.²⁰ Such efforts alone cannot combat the huge marketing budgets of tobacco companies. In the United States, the tobacco industry spent \$9.6 billion on advertising and promotion in 2000.²¹ Restrictions have little effect, as the industry just shifts to new marketing mediums, such as sponsoring sporting events.²² Comprehensive marketing bans are more successful, however—decreasing smoking by up to 6.3 percent over two decades.²³ Currently, more than a dozen countries have such bans.²⁴

In 2002, Thailand banned smoking in indoor public spaces, the strictest smoking ban in Asia.²⁵ Smoking bans have proved successful in curbing smoking and reducing exposure to secondhand smoke.²⁶ A review of 26 studies determined that totally smoke-free workplaces cut the number of cigarettes consumed by 29 percent—the equivalent of raising cigarette prices by 73 percent.²⁷ Canada, since implementing a comprehensive national anti-tobacco strategy in 1999, has cut the national smoking rate by 3 percent.²⁸

LINKS

pp. 48, 108

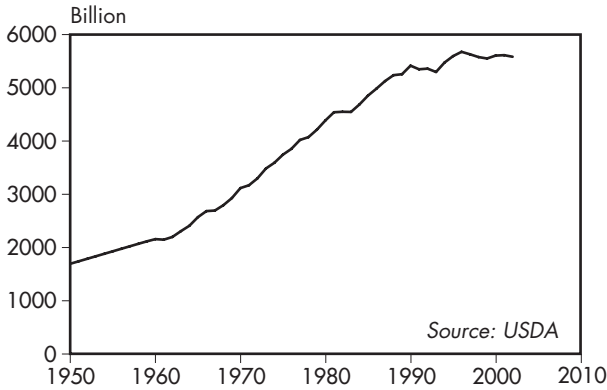


Figure 1: World Cigarette Production, 1950–2002

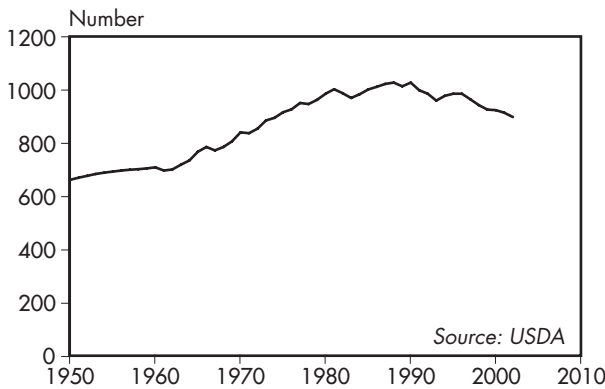


Figure 2: World Cigarette Production Per Person, 1950–2002

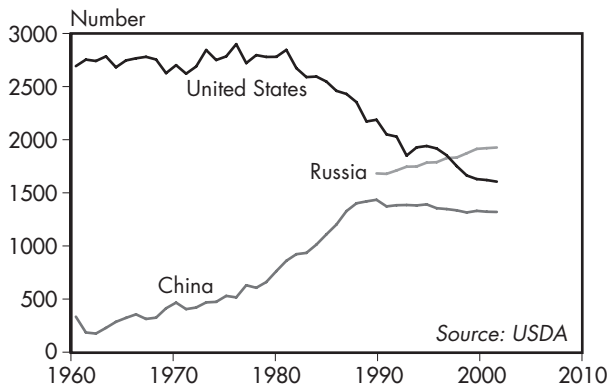


Figure 3: Cigarette Consumption Per Person in the United States and China, 1960–2002, and in Russia, 1990–2002

World Cigarette Production, 1960–2002

Year	Total (billion)	Per Person (number)
1950	1,686	660
1955	1,921	691
1960	2,150	707
1965	2,564	766
1970	3,112	839
1971	3,165	836
1972	3,295	853
1973	3,481	884
1974	3,590	894
1975	3,742	915
1976	3,852	926
1977	4,019	950
1978	4,072	946
1979	4,214	962
1980	4,388	985
1981	4,541	1,002
1982	4,550	987
1983	4,547	969
1984	4,689	983
1985	4,855	1,001
1986	4,987	1,011
1987	5,128	1,022
1988	5,240	1,027
1989	5,258	1,013
1990	5,419	1,027
1991	5,351	998
1992	5,363	985
1993	5,300	959
1994	5,478	977
1995	5,599	985
1996	5,680	985
1997	5,633	964
1998	5,581	942
1999	5,554	925
2000	5,609	923
2001	5,617	913
2002 (prel)	5,587	897

Source: U.S. Department of Agriculture; data for 1950–59 are estimates based on USDA data.

CIGARETTE PRODUCTION DIPS SLIGHTLY
(pages 70–71)

1. U.S. Department of Agriculture (USDA), *Production, Supply, and Distribution*, electronic database, updated 27 November 2002.
2. Ibid.; population data from U.S. Bureau of the Census, *International Data Base*, electronic database, Suitland, MD, updated 10 October 2002.
3. USDA, op. cit. note 1.
4. Ibid.
5. Ibid. Consumption of cigarettes is a residual number based on total production plus imports minus exports. Thus this number includes stockpiled cigarettes.
6. Ibid.
7. USDA, Foreign Agricultural Service, *Russian Federation Tobacco and Products Annual 2002*, at <www.fas.usda.gov/gainfiles/200205/145683453.pdf>, viewed 24 January 2003; Census Bureau, op. cit. note 2.
8. C. K. Gajalakshmi et al., “Global Patterns of Smoking and Smoking-Attributable Mortality,” in Prabhat Jha and Frank Chaloupka, eds., *Tobacco Control in Developing Countries* (Oxford: Oxford University Press, 2000), p. 16.
9. Population from Judith Mackay and Michael Eriksen, *The Tobacco Atlas* (Geneva: World Health Organization (WHO), 2002), p. 34; aggressive marketing from Pan American Health Organization, *Profits Over People: Tobacco Industry Activities to Market Cigarettes and Undermine Public Health in Latin America and the Caribbean*, at <www.paho.org/English/HPP/HPM/TOH/profits_over_people.htm>, viewed 29 December 2002.
10. Death toll from WHO, *The World Health Report, 2002* (Geneva: 2002), p. 65; 1 in 10 from Prabhat Jha and Frank Chaloupka, *Curbing the Epidemic: Governments and the Economics of Tobacco Control* (Washington: World Bank, 1999), p. 1; illnesses from Mackay and Eriksen, op. cit. note 9, p. 32.
11. Deaths in 2030 from Jha and Chaloupka, op. cit. note 10, p. 1; 7 in 10 from Gajalakshmi et al., op. cit. note 8, p. 35.
12. Bruce N. Leistikow et al., “Fire Injuries, Disasters, and Costs from Cigarettes and Cigarette Lights: A Global Overview,” *Preventive Medicine*, August 2000, pp. 95–96.
13. “Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Economic Costs—United States, 1995–1999,” *Morbidity and Mortality Weekly Report*, 12 April 2002, p. 303.
14. Mackay and Eriksen, op. cit. note 9, p. 34.
15. “Chair’s Text of a Framework Convention on Tobacco Control,” WHO, 13 January 2003, at <www.who.int/gb/fctc/PDF/imb6/einb62.pdf>, viewed 19 January 2003.
16. Clive Bates, “International Tobacco Treaty: Public Health Advocates Face an Uphill Battle,” *CorpWatch*, 15 October 2002.
17. Kenneth E. Warner, “Tobacco,” *Foreign Policy*, May/June 2002, p. 22.
18. Frank J. Chaloupka et al., “The Taxation of Tobacco Products,” in Jha and Chaloupka, op. cit. note 8, pp. 242–44.
19. Henry Saffer, “Tobacco Advertising and Promotion,” in Jha and Chaloupka, op. cit. note 8, p. 233.
20. Debra Martens, “Graphic Tobacco Warnings Having Desired Effects,” *Canadian Medical Association Journal*, 28 May 2002, p. 1453.
21. Federal Trade Commission, *2002 Report on Cigarette Sales, Advertising and Promotion*, at <www.ftc.gov/bcp/menu-tobac.htm>, viewed 14 January 2003.
22. Saffer, op. cit. note 18, p. 215.
23. Ibid., p. 224; 6.3 percent based on analysis of 22 high-income countries for 1970–92.
24. Ibid., p. 231.
25. Seth Mydans, “Thais Impose Wide Ban on Smoking, and, Surprise, It Works,” *New York Times*, 19 December 2002.
26. Trevor Woollery et al., “Clean Indoor-Air Laws and Youth Access Restrictions,” in Jha and Chaloupka, op. cit. note 8, p. 273.
27. Caroline M. Fichtenberg and Stanton A. Glantz, “Effect of Smoke-free Workplaces on Smoking Behaviour: Systematic Review,” *British Medical Journal*, 27 July 2002.
28. Working Group on Tobacco Control of the Federal Provincial Territorial Advisory Committee on Population Health, *The National Strategy: Moving Forward—The 2002 Progress Report on Tobacco Control* (Ottawa: Communication Canada, 2002).