Tobacco and Smokeless Tobacco Come in Many Forms

Images source: iStockphoto.com
Increase in Global Cigarette Consumption

- Global cigarette consumption in one century increased over a hundredfold

![Graph showing increase in global cigarette consumption](image)

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The World’s Smokers

- Nearly two-thirds of the world’s smokers live in just ten countries

![Pie chart showing percent of cigarette consumption](image)

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Male Smoking Prevalence

Female Smoking Prevalence
Tobacco as a Risk Factor

- **Tobacco**—the only risk factor shared by four major non-communicable diseases

<table>
<thead>
<tr>
<th>Disease</th>
<th>Tobacco use</th>
<th>Unhealthy diets</th>
<th>Lack of physical activity</th>
<th>Use of alcohol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiovascular</td>
<td>🌟</td>
<td>🌟</td>
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</tr>
<tr>
<td>Diabetes</td>
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<tr>
<td>Cancer</td>
<td>🌟</td>
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<td>🌟</td>
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<tr>
<td>Chronic respiratory</td>
<td>🌟</td>
<td>🌟</td>
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<td>🌟</td>
</tr>
</tbody>
</table>


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Global Burden of Tobacco Past and Present

- Tobacco killed 100 million people in the twentieth century
- Tobacco use is now the world’s single leading preventable cause of death
  - Kills more people than HIV/AIDS, TB, and malaria combined
  - Responsible for >15 percent of deaths among men and 7 percent among women
  - Almost 6 million tobacco-caused deaths in 2011
  - Tobacco kills up to half of lifetime smokers
  - Smokers die an average of 14 years earlier than nonsmokers


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Future Global Burden of Tobacco

- Without urgent action, 1 billion people will die from tobacco in the twenty-first century
  - 500 million deaths among persons alive today
  - Unchecked, worldwide deaths from tobacco products will exceed 8 million a year by 2030

- Every death from tobacco products is preventable!


Vector of Disease

Trend in Tobacco Production

Global Cigarette Market Share, 2008

<table>
<thead>
<tr>
<th>Company</th>
<th>Cigarettes (billions)</th>
<th>Share of global market</th>
</tr>
</thead>
<tbody>
<tr>
<td>China National Tobacco Company</td>
<td>2,143</td>
<td>38.3%</td>
</tr>
<tr>
<td>Philip Morris International</td>
<td>869</td>
<td>15.5%</td>
</tr>
<tr>
<td>British American Tobacco</td>
<td>830</td>
<td>14.8%</td>
</tr>
<tr>
<td>Japan Tobacco</td>
<td>612</td>
<td>10.9%</td>
</tr>
<tr>
<td>Imperial (UK)</td>
<td>329</td>
<td>5.9%</td>
</tr>
<tr>
<td>Altria/Philip Morris USA</td>
<td>169</td>
<td>3.0%</td>
</tr>
<tr>
<td>Korea Tobacco &amp; Ginseng (S. Korea)</td>
<td>102</td>
<td>1.8%</td>
</tr>
<tr>
<td>RJ Reynolds</td>
<td>90</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Tobacco Company Revenue & Profits: Top 6 Companies

Change in Affordability of Tobacco Products
**MPOWER**


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**WHO Framework Convention on Tobacco Control**


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Closing Remarks

- The tobacco epidemic will cause the most harm to low- and middle-income countries
  - Tobacco use is growing fastest in these countries, fueled by steady population growth
  - The tobacco industry is expanding its advertising, marketing, and promotion to the developing world
  - Many of these countries have fewer resources to respond to the health, social, and economic problems caused by tobacco use, which will exacerbate the tobacco epidemic's impacts
  - This will create a “perfect storm” of future tobacco-caused disease and death, unless there is a strong response from the public health community