

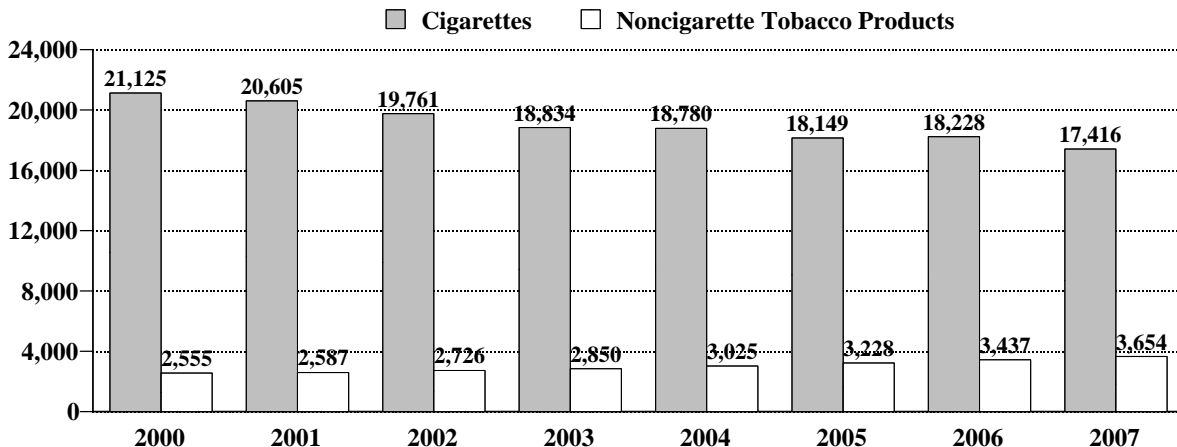
## A Weekly FAX from the Center for Substance Abuse Research

University of Maryland, College Park

### *U.S. Cigarette Sales Decline 18% from 2000 to 2007; Sales of Other Tobacco Products Increase by 43%*

The decline in cigarette sales over the past seven years has been partially offset by increases in the sales of other tobacco products, according to an analysis of U.S. tobacco sales from 2000 to 2007. The number of cigarette packs sold decreased 18% from 2000 to 2007, from 21.1 billion packs to 17.4 billion packs. At the same time, cigarette pack equivalent sales\* of other tobacco products increased from 2.6 billion to 3.7 billion, a 43% increase (see figure below). The majority of this increase stemmed from an increase in small cigar sales (115%) and roll-your-own tobacco (91%), while sales of moist snuff increased by 33% (data not shown). The authors suggest that these changes could be related to price (cigarette prices have increased in recent years while cigars, roll-your-own, and smokeless tobacco products are taxed and priced much lower than cigarettes), as well as “tobacco substitution in places where smoking is prohibited and youth uptake of other tobacco products in lieu of cigarettes due to marketing or price” (p. 2629).

**Millions of Cigarette Packs or Cigarette Pack Equivalents Sold in the U.S., 2000-2007**



\* Cigarette pack equivalents (CPEs) were calculated for noncigarette tobacco products. A package of 20 small cigars shares the same size, shape, and weight as a pack of 20 cigarettes and was considered equivalent. Roll-your-own tobacco CPEs were based on weight. Moist snuff cigarette pack equivalents assumed that a 1.2 ounce tin was equivalent to 2.5 packs of cigarettes based on daily consumption. Large cigar sales were not converted to CPEs due to variations in size and tobacco content. Dry snuff, chewing, and pipe tobacco were excluded because of their relatively small and declining use.

SOURCE: Adapted by CESAR from Connolly, G.N., Alpert, H.R. “Trends in the Use of Cigarettes and Other Tobacco Products, 2000-2007,” *Journal of the American Medical Association* 299(22): 2629-2630 (doi:10.1001/jama.299.22.2629). For more information, contact Hillel Alpert at halpert@hsph.harvard.edu.

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