

Current Trends of Smokeless Tobacco Use

As U.S. smoking rates decline, smokeless tobacco use is on the rise. According to the Federal Trade Commission, the number of cigarettes sold or given away has dropped from 402.2 billion in 2001 to 354.6 billion in 2005¹; the number of pounds of smokeless tobacco sold increased from 112.19 million in 2001 to 116.2 million in 2005.²

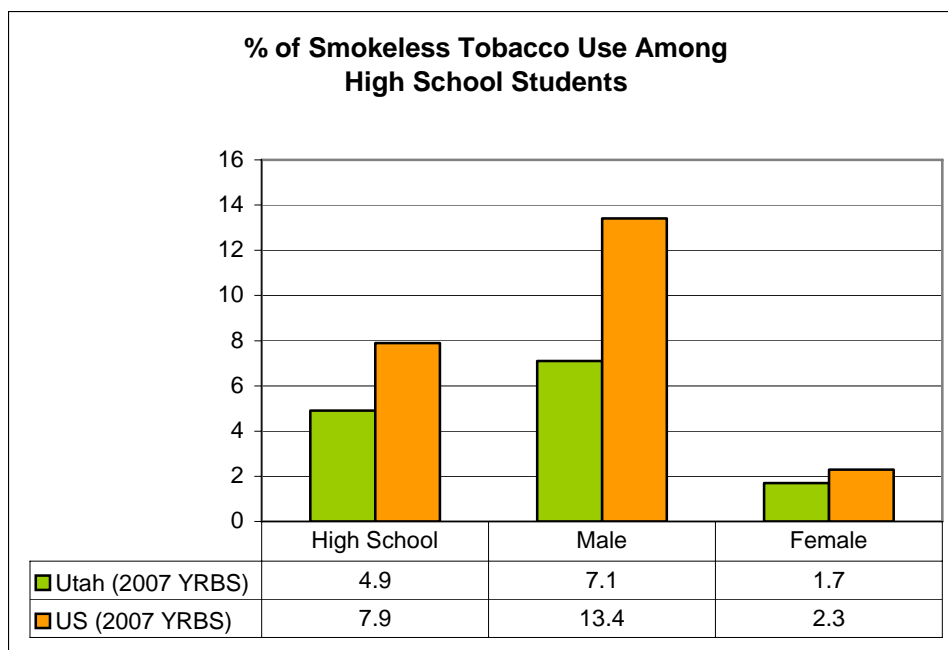
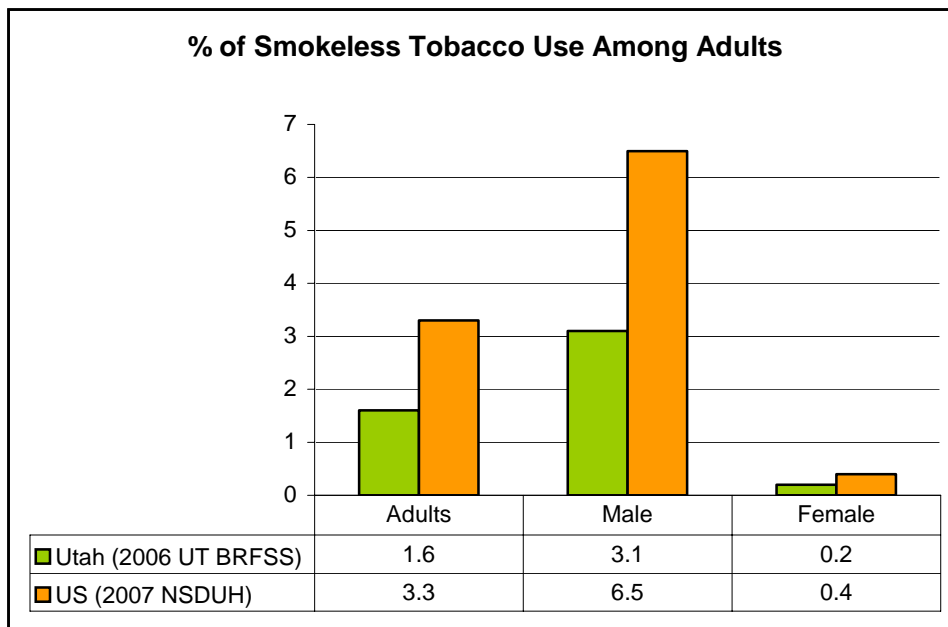
Use Rates^{3,4,8}

Smokeless Tobacco Use Among Adults

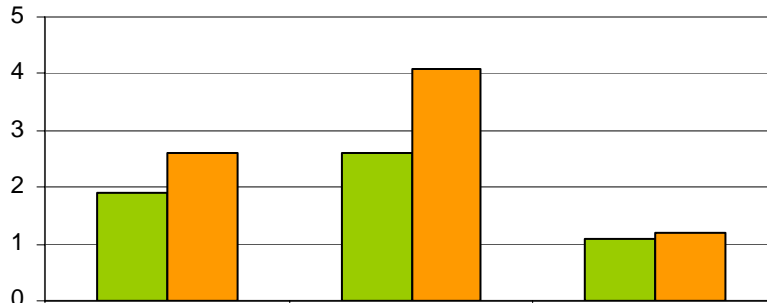
Smokeless Tobacco Use Among High School Students

Smokeless Tobacco Use Middle School Students

Smokeless Tobacco Use Among Ethnic Groups

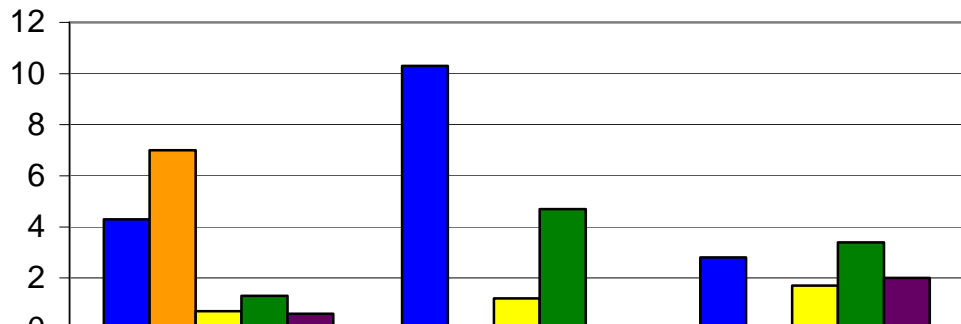


% of Smokeless Tobacco Use Among Middle School Students



	Middle School	Male	Female
Utah (2007 YTS)	1.9	2.6	1.1
US (2006 NYTS)	2.6	4.1	1.2

% of Smokeless Tobacco Use Among Ethinc Groups



	Adults (2007 NSDUH)	High School (2007 YRBS)	Middle School (2006 NYTS)
Whites	4.3	10.3	2.8
American Indian/Alaska Native	7		
African-Americans	0.7	1.2	1.7
Hispanics	1.3	4.7	3.4
Asian-Americans	0.6		2

Groups At High Risk for Smokeless Tobacco Use

- **Youth** who smoke cigarettes are 8 times more likely to use smokeless tobacco; only 2% of non-cigarette-smoking youth report smokeless tobacco use.⁵
- **High School males**
- Among racial/ethnic groups for **adults** – **American Indians and Whites**
- Among racial/ethnic groups for **youth** – **Whites and Hispanics**
- People living in **Southern and North Central States**⁴
- People employed in **blue collar occupations, service/laborer jobs or unemployed**⁴

Growth Trends Of Smokeless Tobacco In The U.S.

- During 2005, the five largest tobacco manufacturers spent a new record of \$250.79 million on smokeless tobacco advertising and promotion, versus the previous record of \$236.68 million in 2001.⁴
- Unlike the cigarette market, where volume sales have fallen every year since the 1970s, smokeless-tobacco volumes have been growing at an average annual rate of 3% to 4% for more than a decade, according to research firm Euromonitor International.⁶
- The sales revenues received by smokeless tobacco manufacturers increased from \$2.13 billion in 2001 to \$2.61 billion in 2005.⁷
- The single biggest segment of smokeless tobacco, moist-snuff (also known as “dip”), is estimated to account for roughly \$2.5 billion to \$3 billion in annual sales in the U. S.⁶

For More Information

For more information go to our website: <http://www.tobaccofreeutah.org/smokeless.html>

Developed by the Utah Tobacco Prevention and Control Program, Utah Department of Health. October 2008.

The TRUTH™

¹ Federal Trade Commission. “Cigarette Report for 2004 and 2005.” 2007. 9 October 2007. <<http://www.ftc.gov/reports/tobacco/2007cigarette2004-2005.pdf>>

² Federal Trade Commission. “Smokeless Tobacco Report for the years 2002-2005.” 2007. 9 October 2007. <<http://www.ftc.gov/reports/tobacco/02-05smokeless0623105.pdf>>

³ Centers for Disease Control. *State Tobacco Activities Tracking and Evaluation System*. Department of Health and Human Services. 13 May 2007. <<http://apps.nccd.cdc.gov/statesystem/>>

⁴ Centers for Disease Control. “Fact Sheet: Smokeless Tobacco.” April 2007. Department of Health and Human Services. 9 October 2007. <http://www.cdc.gov/tobacco/data_statistics/Factsheets/smokeless_tobacco.htm>

⁵ American Legacy Foundation. “Beyond Cigarettes: The Use of Other Tobacco Products.” March 2005. 1 June 2007. <http://www.americanlegacy.org/Files/FLR_15.pdf>

⁶ Wall Street Journal. “Marlboro Brand Goes Smokeless.” 9 June 2007. 10 September 2007. <<http://online.wsj.com/public/us>>

⁷ Wyoming Through With Chew. “Meanwhile Big Tobacco Spends More.” Spring 2007. Wyoming Department of Health. 9 October 2007. <http://www.throughwithchew.com/cms_uploaded/pdfs/2007-05.pdf>

⁸ SAMSHA. “National Survey on Drug Use and Health, 2006 & 2007.” 2007. 30 September 2008. <http://www.oas.samhsa.gov/NSDUH/2k7NSDUH/tabs/TOC.htm>