**WORLDWIDE STATES AND TENDENCIES IN CIGARETTE CONSUMPTION**

SilvanaPašovska

"St.KlimentOhridski" – University, Bitola, Scientific tobacco institute, Prilep,

"Kicevska" bb, Republic of Macedonia

e-mail: s\_pasovska@yahoo.com

**ABSTRACT**

Consumption of cigarettes belongs to the group of conventional consumption of goods and as a relevant factor in personal consumption is characterized by the following:

- About 35% of the world's population, as consumers, participate in the cigarette market,

- The cigarette market is heterogeneous and smokers are differentiated from one another in many aspects: demographic, geographical, economic, etc. ,

- The way of buying and the motives for cigarette consumption are of an emotional nature-need-reason.

Cigarette consumption is influenced by a number of factors, including the tendency to smoke, the purchasing power of the smokers, the price of the cigarettes, the acceptance of cigarettes as a means of calming, relaxation, enjoyment, etc.

The World Health Organization (WHO), through the governments of many countries around the world, continuously influences the creation of various difficulties against the spread of smoking, thereby directly affecting the tobacco industry. The key measures to achieve this are the increase of excise taxes and taxes on cigarettes, the increase of their prices, as well as the prohibition of smoking in public places, offices, cabinets etc. This has the effect of creating an organized anti-smoking lobby against the tobacco industry. But such a WHO policy, in many countries in Eastern Europe and Asia where there is low purchasing power of the population, is leading to an increase in illegal cigarette trafficking, which reduces state budget revenues and directly damages the tobacco industry.

Despite such a WHO policy aimed at reducing cigarette consumption, however, with the globalization of the multinational companies, a greater capacity for cigarette production is being created, reaching a greater concentration on the production to a greater market control, and reduced production and trade costs.The effect of such movements is to increase the profits from the production of cigarettes and their sale. This will lead to a new cycle of investment in the tobacco industry and to all that it regenerates.

**Keywords:** cigarettes, consumption, smoking units, anti-smoking lobby, World Health Organization.

**СОСТОЈБИ И ТЕНДЕНЦИИ ВО ПОТРОШУВАЧКАТА НА ЦИГАРИ ВО СВЕТОТ**

Консумацијата-потрошувачката на цигари спаѓа во групата на конвенционална потрошувачка на стоки и таа како релевантен фактор во личната потрошувачка се карактеризира со следново:

* На пазарот на цигари учествуваат просечно околу 35% од населението во светот,како потрошувачи,
* Пазарот на цигари е хетероген и пушачите меѓусебно се издиференцирани од повеќе аспекти: демографски,географски,економски итн. ,
* Начинот на купување и мотивите за консумација на цигари се од емотивна природа-потреба-причина.

Врз консумацијата на цигари влијаат голем број фактори меѓу кои доминантни се:склоноста кон пушењето, куповната сила на пушачот, цената на цигарите, прифаќање на цигарите како средство за смирување,релаксирање,уживање итн.

Светската здравствена организација ( СЗО ), преку владите на многу држави во светот, континуирано влијае на создавање на разни потешкотии против ширењето на пушењето, а со тоа директно влијае на тутунската индустрија.Како ударни мерки за тоа да се постигне се покачување на акцизите и таксите на цигарите, зголемување на нивната цена, како и забрана за пушење на јавни места, канцеларии, кабинети и др. Со тоа се влијае на организирано создавање на антипушачко лоби против тутунската индустрија. Но, ваквата политика на СЗО, во многу земји во Источна Европа и Азија каде постои ниска куповна моќ на населението, доведува до пораст на нелегалната трговија со цигари, која ги намалува приходите во државните буџети и нанесува директна штета на тутунската индустрија.Покрај ваквата политика на СЗО насочена кон намалување на консумацијата на цигари, сепак со глобализацијата на мултинационалните компании се создаваат поголеми капацитетни можности за производство на цигари, се доаѓа до голема концентрација на производството, до поголема контрола и владеење со пазарите, како и до намалување на производните и прометните трошоци.Ефектот од ваквите движења е зголемување на профитот од производството на цигари и нивната продажба. Тоа ќе доведе до нов циклус на инвестирање во тутунската индустрија и на се она што таа го регенерира.

**Клучни зборови**: цигари, потрошувачка, пушачки единици, антипушачко лоби, Светска здравствена организација.

**INTRODUCTION**

More than fifteen years have passed since the adoption of the 2003 Framework Convention on Tobacco Control (FCTC). During this period, the Convention has been continuously supplemented in terms of introducing additional measures for more efficient operation and restriction of smoking and reducing its impact on human health.

During this period, the President of the World Health Organization, who was appointed from 2008 to 2018, was replaced. WHO's president during this period was Margaret Chan, and how her engagement as WHO president succeeded in influencing the consumption of cigarettes worldwide through the FCTC measures, can be seen through the region's (continent) cigarette consumption that will be processed in the continuation of the paper.

**PREDICTIONS IN EXPECTATIONS OF WORLDWIDE CIGARETTE CONSUMPTION**

The World Health Organization analysis indicates that in 1997 there were 1,100,000,000 smokers in the world, and the prediction is that the number of smokers by the year 2050 to increase to 1,600,000,000, with a worldwide population of between 7,000,000,000 and 9,000,000,000. The movement of cigarette consumption worldwide in certain regions (continents) gives the state and the tendency of its movement. The data for the state of cigarette consumption for 2017 released by the World Bank where the same worldwide consumption per capita is shown, indicate the following facts:

Table 1. Worldwide cigarette consumption by region (continents) in thousands of cigarette units for 2017.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Continents | Number of countries | Population | Cigarette consumption | % |
| Europe | 44 | 727.980.000 | 1.307.158.000 | 16.5 |
| Аsia | 50 | 4.270.714.000 | 5.600.232.000 | 70.6 |
| Аfrica | 54 | 874.365.000 | 364.261.000 | 4,6 |
| North and Central America | 23 | 558.146.000 | 430.328.000 | 5.5 |
| South America | 12 | 407.040.000 | 183.344.000 | 2.3 |
| Australia and Oceania | 14 | 39.881.000 | 40.375.000 | 0.5 |
| Total: |  | 6.887.126.000 | 7.925.698.000 | 100 |

Source: World Bank

We can see from the table that the total consumption in the world for 2017 is 7.925.698.000 thousand smoking units or 7.925.698 conditional tons. To see how and how much cigarette consumption increased in 2017 compared to the cigarette production achieved in 2005 when 5,820,000 of conditional tones were achieved, which means, for the 12 years worldwide, the increase is 36%, ie an average annual increase of 3%.

Of the total cigarette consumption worldwide, 70.6% is in the Asian countries that are considered as developing countries. If we add to these Asian countries the growth of the African countries, then the consumption of cigarettes in developing countries will be 75.2%, while the developed countries of Europe and the countries of North and Central America will account for 22%. The rest of the 2.8% cigarette consumption belongs to the countries of Australia and Oceania and South America.

If we apply the growth rate of cigarette consumption worldwide, the production (consumption) of cigarettes would increase by 24%, ie 982,786,552,000 thousand smoking units by 2025.

The aforementioned indicators of world consumption movements for certain markets coincide with the predictions of the renowned tobacco analyst Lambert who analyzes the period from 2010-2015 for the movement of the worldwide cigarette consumption and concludes that the international cigarette market will reach 6,500,000 conditional tones. Of this amount, 70% will be realized in developing countries.

The total consumption of cigarettes in the world markets by regions is as follows:

Table 2. Cigarette consumption per capita worldwide in smoking units for 2017

|  |  |
| --- | --- |
| Market Areas-Continents | Smoking units |
| Europe | 1.800 |
| Аsia | 1.540 |
| North and Central America | 800 |
| Аfrica | 420 |
| South America | 450 |
| Аustralia and Oceania | 1.000 |
| Average units | 1.000 |

Source: World Bank

The average cigarette consumption is 1000 smoking units worldwide. Europe has the highest per capita consumption, although it has the largest and most regulated cigarette consumption under the Framework Convention. This consumption of cigarettes per capita does not take into account the other tobacco products such as: electronic cigarettes, hand-rolled cigarettes, cigars, cigarillos, smokeless tobacco (chewing tobacco). If these tobacco products were also taken into account, then the consumption of cigarettes and other products would be higher.

The question arises whether the supply of tobacco raw material meets the needs of around 7,000,000 tones when there is a greater demand for tobacco products? This consumption of tobacco products would be a consequence of increasing tobacco production worldwide. It should be emphasized here that the actual tobacco consumption in cigarettes is actually 25% lower in a smoking unit depending on the commercial length of the cigarette. The average consumption per unit of cigarette ranges from 0.700 to 0.750 grams of tobacco. Thus, the world market for tobacco raw material meets the needs of the cigarette industry, and even more so as the multinational companies continue to seek to reduce the amount of raw tobacco in a cigarette beneath 700 grams.

In 2018, the Bulgarian Tobacco Magazine 1-2 / 2018 reported that in the European Union 80 million packages of A-20 cigarettes are consumed daily, and this amount is estimated at 29 billion packs of cigarettes annually. When these indicators are reduced to annual production (EU cigarette consumption), it would be 1,600,000,000 smoking units or 1,600,000 conditional tones of cigarettes spent. Based on data from 2017 according to the World Bank, in the EU, or in its 28 countries, 710.830.000 smoking units or 1380 smoking units per capita are spent or consumed. Based on this data on the total production of smoking units of 1.600.000.000 when we extract the consumption of 710.830.000 smoking units, the rest of the cigarettes produced in the EU member states is focused on the export outside the EU member states. The estimated cigarette consumption is 889.170.000 smoking units according to the World Bank. Annually, 35.540.000 packages of cigarettes are spent by the EU members. The EU's annual cigarette consumption according to the above estimated production is 1,700 smoking units per capita (2017). The difference between the estimation of cigarette consumption per capita and that from the year 2018 means that the difference between these two indicators is 0.320 smoking units or represents a stock of unsold smoking units.

Table 3. EU cigarette consumption in "000" smoking units

|  |  |  |  |
| --- | --- | --- | --- |
| Country | Population in "000" | Production per capita | Total consumption in tones |
| Austria | 8373 | 1,9 | 15908 |
| Belgium | 11827 | 2,4 | 28384 |
| Bulgaria | 7364 | 1,7 | 12518 |
| Great Britain | 63240 | 0,8 | 50592 |
| Germany | 81930 | 1,6 | 131090 |
| Greece | 11306 | 2,1 | 23742 |
| Denmark | 5544 | 1,3 | 7207 |
| Ireland | 4471 | 1,0 | 4471 |
| Italy | 60400 | 1,5 | 90600 |
| Poland | 38540 | 1,4 | 53956 |
| Portugal | 16640 | 1,1 | 18304 |
| Romania | 21360 | 1,2 | 25632 |
| Finland | 5577 | 1,1 | 6134 |
| France | 65447 | 1,1 | 71992 |
| Netherlands | 16620 | 1,5 | 24930 |
| Croatia | 4435 | 1,6 | 7096 |
| Sweden | 9394 | 0,7 | 6576 |
| Spain | 46073 | 1,5 | 69110 |
| Czech Republic | 10520 | 2,4 | 25248 |
| Slovakia | 5430 | 1,5 | 8145 |
| Slovenia | 2057 | 2,2 | 4525 |
| Hungary | 10013 | 2,1 | 21027 |
| Lithuania | 3229 | 1,3 | 4198 |
| Latvia | 2236 | 1,2 | 2683 |
| Luxembourg | 502 | 0,3 | 151 |
| Malta | 416 | 1,5 | 624 |
| Estonia | 1340 | 1,2 | 1608 |
| Cyprus | 800 | 2,0 | 1600 |
| Total: | **514.814** |  | **718.051** |

In the EU member states the cigarette consumption is 718,051,000 smoking units or 718,051 tones or 1,395 smoking units per capita.

Although the data are calculated from two different sources, they overlap in per capita consumption in the EU countries. Although EU member states most effectively implement the FCTC, the fact is that it has contributed very little in reducing smoking and implementing its measures to limit it.

Such behavior by the WHO and its authorities devalues the effectiveness and the impact of the Framework Convention on the basis of the results achieved in the production and consumption of cigarettes in the EU.

One of the measures most advocated by the WHO is to increase the excise tax on cigarettes, which has had a counter-effect, namely the hand-rolling of cigarettes by consumers or smokers has been expanded. In the EU, smokers are thought to use more than 50,000 tones of cut tobacco for hand-rolling cigarettes and this is on the rise. Besides the cigarettes that are essential in the production of tobacco products that are 90% or more, they also produce their own alternatives, such as electronic cigarettes, the smokeless cigarettes Snus (for chewing), and other types of cigarettes such as (Qas), the production of Philip Morris and its contents consists of 1/3 tobacco and 2/3 filter and this tobacco does not burn. Another alternative is the NEET cigarette. These cigarettes are packaged in 20 smoking units and have a limited number of breaths and they are with low flavor. All these phenomena and alternatives have little effect on the consumption of classic cigarettes.

The result of the measures taken by the WHO, according to the cigarette consumption data, was over 8,000,000,000 smoking units in 2017, without taking into account the hand-rolling of cigarettes that was spread around the world. Other tobacco products such as cigars, cigarillos, smokeless cigarettes, etc. are also not covered. It indicates that the WHO measures covered by the Framework Convention for these 10 years have had no particular effect, except that they have had little impact on the development of the dynamics of the tobacco industry. It is certain that with the change of the WHO leadership and the arrival of the Ethiopian Dr Tedros Adhanom Ghebreyesus as its head, it is expected that his policy and commitment to the tobacco industry will not be so aggressive and negatively oriented, but more tolerant and inclined. This finding is due to the real situation in cigarette consumption and the ineffectiveness of the Framework Convention's measures because of its universality and its weaknesses that it cannot take into account the different situations in countries around the world in terms of their particular unwritten market laws, the habits of the smokers, the religious and other characteristics, and above all the socio-economic needs that are different in the countries around the world.

The increase in excise taxes due to the emergence and the growth of the illegal markets has its impact and damages the markets of all countries where there is an illegal trade estimated at between 530,000,000-600,000,000 conditional tones of smoking units, that damages the countries' state budgets by over 40 billions of Euros (source-1/2017 Bulgarian Tobacco). From the first speech of the newly-appointed WHO President, it can be seen that tobacco and the issues of the tobacco industry are not his priority, or as he says he will pay more attention to five basic world problems such as: universal acceptable health, managing complex conditions in the area of health management, the welfare of women and children around the world, the consequences of climate change, and openness in decision-making and providing accountability for his work.

Source data on cigarette consumption and other tobacco products, as well as their alternative substitutes, show that the tobacco industry is an efficient and growing branch, and this is confirmed by the increase in tobacco raw material production worldwide. The tobacco industry is more concerned than the WHO because it has made great efforts to protect the consumer – smoker, by reducing tobacco raw material in a smoking unit by 30-40%, has also made efforts to offer the smoker different alternatives to nicotine and tar in cigarette participation, and it has succeeded in refining cigarette filters by increasing their absorptive power of retaining the harmful substances nicotine and tar. But unfortunately, despite all the facts, the opponents of the smoking lobby do not recognize these pledges and benefits.

**CONCLUSION**

From the previously presented observations and analyzes regarding the state and tendencies of cigarette consumption in the world, can be said that the measures taken by the World Health Organization in the direction of anti-smoking propaganda and reduction of cigarette consumption have a negative effect and efficiency. Namely, despite all the anti-smoking propaganda measures that have been taken, the results achieved are minimal and the statistical data obtained are contradictory. This means that the cigarette consumption worldwide is on the rise, with both men and women smoking, with an increasing tendency for women to smoke. With young smokers the smoking limit is rapidly decreasing, while with the older smokers the abstinence is within the limits of easy and voluntary renunciation or due to impaired health.

The tendency of the anti-smoking propaganda to reduce, or even to eliminate the tobacco use goes to the limits of forgetting the benefits that the tobacco industry gives to the producer countries, such as hiring a large workforce, gaining from foreign exchange, as well as huge state revenues that go directly into the state budget. In such a situation it is realistic to ask the question what would happen if this anti-smoking lobbyist's policy was implemented in practice? It will certainly be a serious blow to social instability and economic disintegration.

In this context it should be emphasized that the most popular measure to reduce cigarette consumption - increasing its price, has a short-term effect due to the fact that the cigarette consumption is inelastic consumption, where the increase of the price changes the structure of the consumption, but not its quantity.

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