

# ASSOCIATION BETWEEN TRANSNATIONAL TOBACCO COMPANY MARKET SHARE AND INDUSTRY INTERFERENCE

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## Background

The tobacco market is dominated by five transnational companies that can leverage financial and political resources to influence policymaking.

## Methods

- 7 indicators of industry interference (STOP's 2020 Global Tobacco Industry Interference (TII) Index)
- Market share data for Phillip Morris International, British American Tobacco, Japan Tobacco International, Imperial Brands, and Chinese National Tobacco Company (Euromonitor)
- Linear regression assessed the association between market share and industry interference indicators across all WHO regions, adjusting for tobacco industry size

## Results

Overall, the association between market share and TII indicators was not statistically significant. By region, there was a positive association between **market share** and **industry incentives** (adjusted beta=15.15, p=0.02) in the seven **African Region** countries.

Findings highlight the complex relationships between industry and government; future research should account for political influence. Ultimately, establishing policies per Article 5.3 of the Framework Convention on Tobacco Control could limit TII, particularly in Africa.

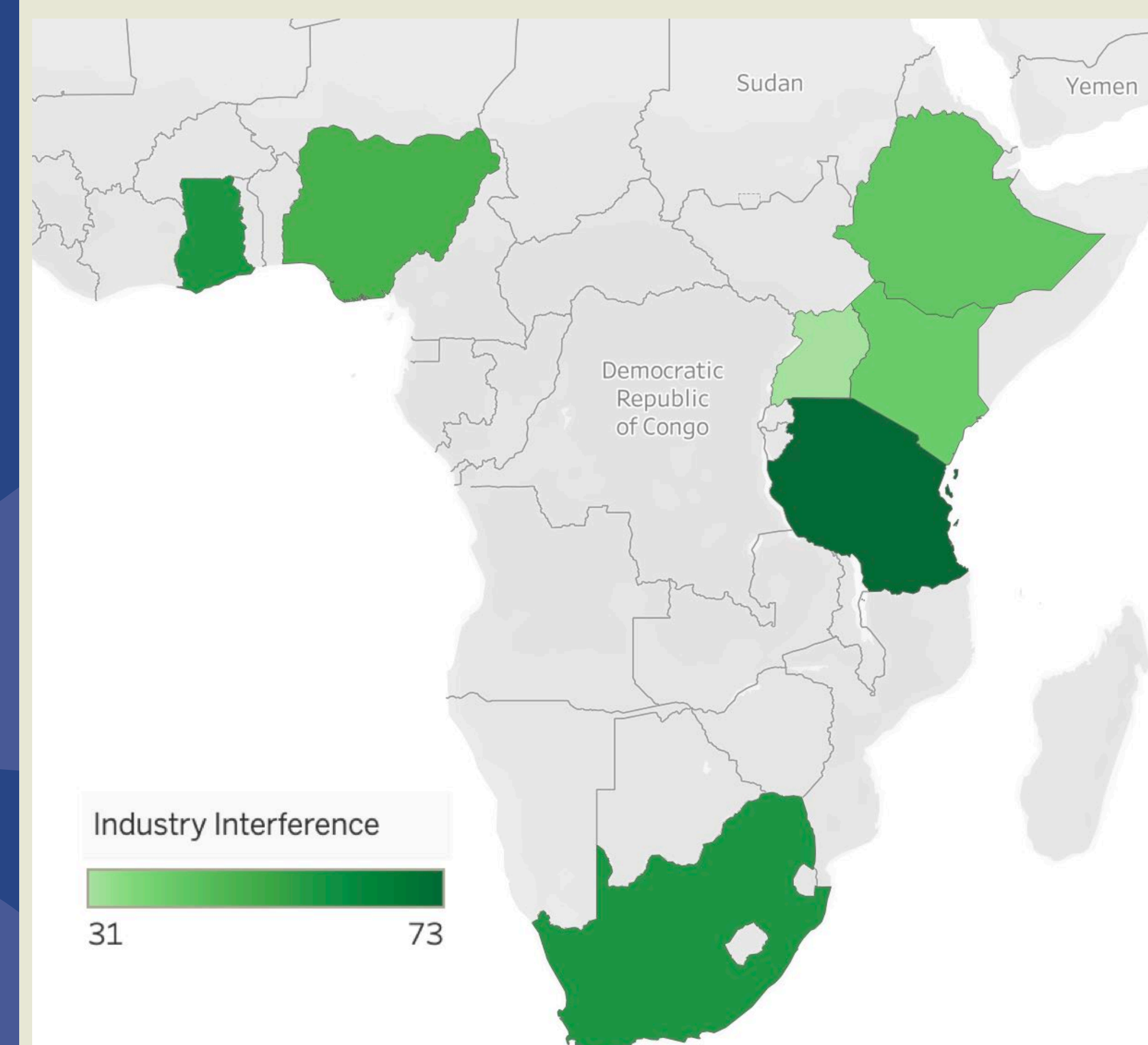
Among **African countries** there was a positive association between transnational tobacco company **market share** and **financial incentives** given to the tobacco industry from the government.

[www.globaltobaccocontrol.org](http://www.globaltobaccocontrol.org)

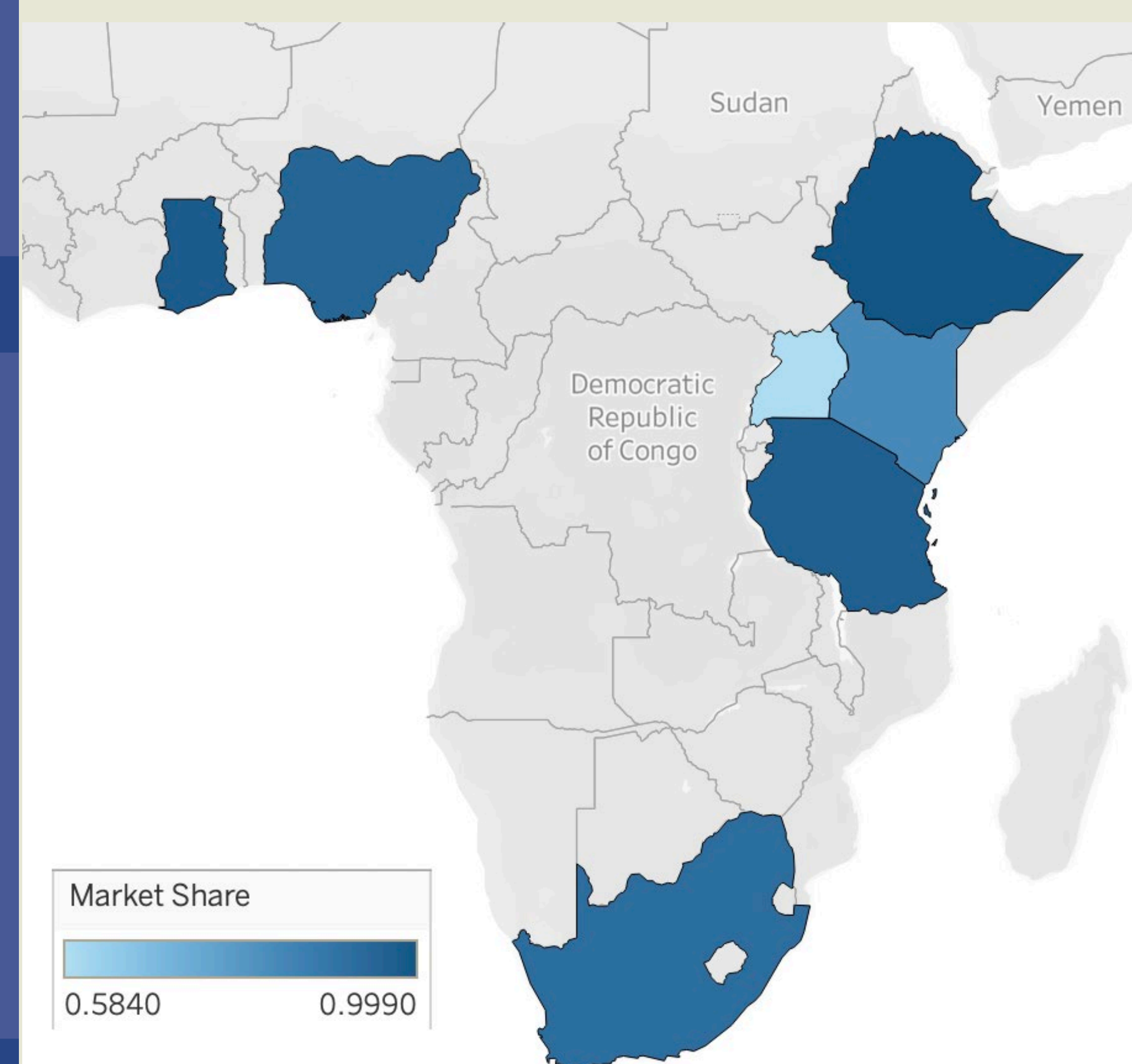
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WHO Region	Avg. Market Share	Avg. Industry Interference
AFRO	0.89	50.14
PAHO	0.89	56.90
SEARO	0.68	58.67
EURO	0.87	57.00
EMRO	0.63	66.00
WPRO	0.70	61.33

## Tobacco Industry Interference in AFRO Countries



## Tobacco Industry Market Share in AFRO Countries



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Authors have nothing to disclose.