ASSOCIATION BETWEEN TRANSNATIONAL TOBACCO COMPANY MARKET SHARE AND INDUSTRY INTERFERENCE

Presenter: Sarah Adler

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

**Acknowledgements**: Dr. Joanna Cohen holds the Bloomberg Professorship of Disease Prevention at the Johns Hopkins Bloomberg School of Public Health; this work was supported by the professorship endowment.