

Trends and Patterns in Cigarette Sales by Major Manufacturers in Mexico

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Background

- The tobacco industry is known for using design features, such as crushable flavor capsules in cigarettes, that increase product appeal and manipulate user harm perceptions.
- Previous research found that the aggressive introduction of capsule cigarettes was one of the key contributors to the rapid growth of Pall Mall in Mexico.
- This study analyzed sales trends and patterns by major cigarette manufacturers in Mexico in recent years.

Methods

- National data on cigarette sales in Mexico between October 2018 and September 2021 were licensed from Nielsen Consumer LLC.
- Overall and monthly sales of all unflavored and flavored non-capsule and capsule cigarettes in US dollars were assessed for the 3 top-selling manufacturers during this time period.
- Market share was calculated by dividing each manufacturer's sales by total sales in each product category.
- The number of unique brand variants by manufacturer was also assessed.

The **expanding capsule cigarette market** in Mexico led by major manufacturers is concerning, given misconceptions of reduced harm and greater appeal of capsule cigarettes among **youth**.

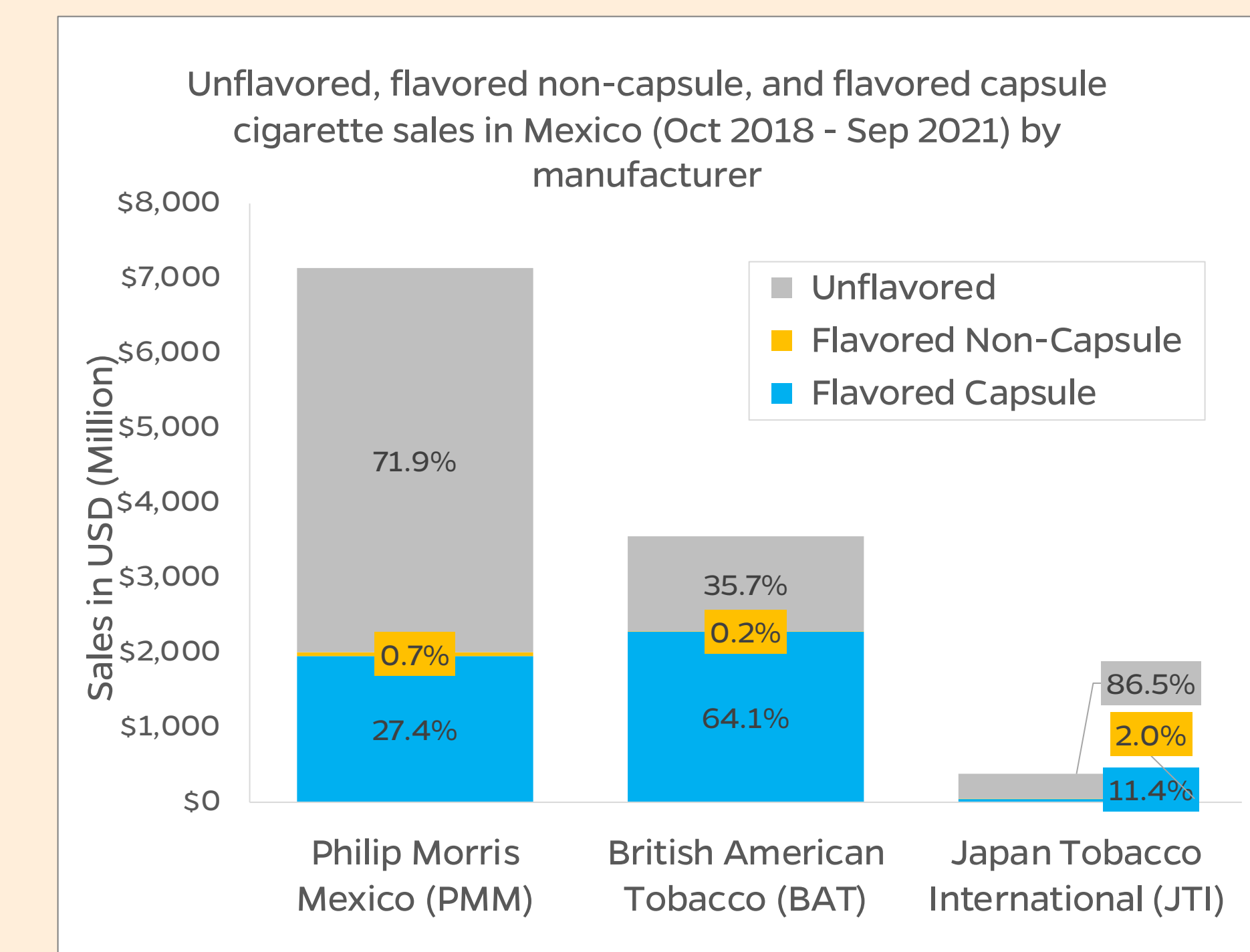
Policymakers should consider **banning capsules and flavors** in cigarettes.



View a side-by-side comparison of manufacturer sales

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Results

- Between October 2018 and September 2021, Philip Morris Mexico (PMM) led cigarette sales in Mexico, followed by British American Tobacco (BAT) and Japan Tobacco International (JTI).
- While PMM had the largest cigarette market share overall across manufacturers, BAT sold most of the capsule cigarettes.
- All three major manufacturers saw a substantial increase in monthly capsule cigarette sales:
 - PMM: 29% growth
 - BAT: 28% growth
 - JTI: 94% growth
- The number of capsule cigarette brand variants changed from 28 to 26 for PMM (7% decline), 30 to 42 for BAT (40% growth), and 2 to 6 for JTI (200% growth).

Authors

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