The tobacco industry spends billions of dollars marketing its products in the U.S. In 2017:
- Cigarette and smokeless tobacco manufacturers spent a combined $9.36 billion marketing products.
- The tobacco industry directs the predominant share of its marketing expenditures to retail marketing, especially promotions that reduce the prices consumers pay for tobacco products.

Nearly all of the tobacco industry's paid marketing is retail marketing. In 2017:
- The vast majority (95.7% or $8.96 billion) of the tobacco industry's total $9.36 billion marketing budget was spent on retail marketing (e.g., in-store advertisements, payments to retailers and wholesalers in order to facilitate the sale or placement of tobacco products).
  - Cigarette manufacturers spent nearly all (96.5% or more than $8.3 billion) of their more than $8.6 billion marketing budget on retail marketing.
  - Smokeless tobacco manufacturers spent a preponderance (86.6% or more than $622 million) of their more than $718 million marketing budget on retail marketing.

The tobacco industry's marketing priority is lowering product prices paid by consumers. In 2017:
- Price promotions represent an overwhelming share of the tobacco industry's overall marketing budget (87.7%, or $8.21 billion), and an even greater proportion (91.6%) of the industry's massive $8.96 billion retail marketing budget. Price promotions lower tobacco product prices through both direct consumer discounts (e.g., coupons, multipack discounts) and indirect promotions (e.g., retailer and wholesaler incentive payments, volume rebates).
  - Cigarette manufacturers spent 89.0% ($7.69 billion) of their more than $8.6 billion marketing budget on price promotions.
  - Smokeless tobacco manufacturers spent 72.4% (nearly $520 million) of their more than $718 million marketing budget on price promotions.
Notes


2 FTC CIGARETTE REPORT (reporting marketing expenditures for the four major cigarette manufacturers: Altria Group, Inc., (parent of manufacturer Philip Morris U.S.A); Reynolds American, Inc. (parent of manufacturers R.J. Reynolds Tobacco Co. and Santa Fe Natural Tobacco Company, Inc.); ITG Holdings USA Inc. (parent of manufacturer ITG Brands, LLC); Vector Group Ltd. (parent of manufacturers Liggett Group, LLC, Vector Tobacco, Inc., and Liggett Vector Brands, LLC).

3 FTC SMOKELESS TOBACCO REPORT (reporting marketing expenditures for the five major smokeless tobacco manufacturers: Altria Group, Inc. (parent to U.S. Smokeless Tobacco Company); North Atlantic Trading Company, Inc. (parent to National Tobacco Company, LP); Reynolds American, Inc. (parent to American Snuff Company, LLC); Swedish Match North America, Inc.; and Swisher International Group, Inc. (parent to Swisher International, Inc.).

4 FTC CIGARETTE REPORT, supra note 2 and FTC SMOKELESS TOBACCO REPORT, supra note 3; but see FTC TRADE COMM’N, “Statement of the Federal Trade Commission,” FTC File No. p114508, Feb. 25, 2019 (noting without the marketing data for e-cigarettes, “the FTC’s and the public’s understanding of the overall market for nicotine-based products is substantially incomplete”).
