



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

Tobacco Brand Preferences

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Cigarettes

Market Share Information

- According to 2014 sales data, Marlboro is the most popular cigarette brand in the United States, with sales greater than the next four leading competitors combined.¹
- The three most heavily advertised brands—Marlboro, Newport, and Camel—continue to be the preferred brands of cigarettes smoked by young people.²

Market Shares for Leading Cigarette Brands ¹	
Brand	Market %
Marlboro	41%
Newport	12%
Camel	8%
Pall Mall Box	8%
Pyramid	2%
NOTE: Market share—or market percentage—is defined as the percentage of total sales in the United States.	

Industry Marketing Practices

Tobacco industry marketing practices can influence the brands that certain groups prefer. For example:²

- The packaging and design of certain cigarette brands appeal to adolescents and young adults.
- Historically, menthol cigarettes have been targeted heavily toward certain racial/ethnic groups, especially African Americans.
 - Among African American adult, adolescent, and young adult cigarette smokers, the most popular brands are all mentholated.

- Cigarettes with brand names containing words such as “thins” and “slims” have been manufactured to be longer and slimmer than traditional cigarettes to appeal directly to women—e.g., Virginia Slims and Capri brands.

Brand Characteristics

- Of all the cigarettes sold in the United States in 2012—³
 - 99.7% were filtered
 - 31.0% were mentholated brands
- Use of mentholated brands varies widely by race/ethnicity. The percentage of individuals aged 12 years or older who reported using mentholated brands in 2010 was:⁴
 - 19.1% Black
 - 3.6% Asian
 - 7.8% Hispanic
 - 6.5% White
- Before 2010, manufacturers were allowed to label cigarettes as “light” or “ultra light” if they delivered less than 15 mg of tar when measured by an automated smoking machine.⁵
 - Such labeling allowed tobacco companies to deliberately misrepresent “light” cigarettes as being less harmful and an acceptable alternative to quitting smoking.⁶
 - The 2009 Family Smoking Prevention and Tobacco Control Act, however, prohibited use of terms like “light,” “low,” and “mild” on tobacco product labels.⁷

Other Tobacco Products

Cigars

According to 2014 sales data, Swisher Little is the most popular brand of cigars in the United States, with sales substantially greater than the leading little cigar competitor and the leading large cigars and cigarillos competitors.⁸

Market Shares for Leading Cigar Brands ⁸		
Brand	Category	Market %
Swisher Little	Little cigars	64%
Swisher Sweets	Large cigars and cigarillos	12%

NOTE: Market share—or market percentage—is defined as the percentage of total sales in the United States.

Market Shares for Leading Cigar Brands ⁸		
Brand	Category	Market %
Black & Mild	Large cigars and cigarillos	10%
White Owl	Large cigars and cigarillos	5%
Dutch Masters	Large cigars and cigarillos	5%
Winchester	Little cigars	2%
NOTE: Market share—or market percentage—is defined as the percentage of total sales in the United States.		

Smokeless Tobacco

The U.S. smokeless tobacco industry grew by 1.7% from 2010 to 2011, increasing its sales from 122.6 million pounds to 124.6 million pounds. The greatest growth occurred in the moist snuff category.⁹

Market Shares for Leading Smokeless Tobacco Brands ⁹		
Brand	Category	Market %
Levi Garrett Plug	Plug tobacco	52%
Day's Work	Plug tobacco	45%
Red Man Plug	Moist plug tobacco	36%
Grizzly	Moist snuff and fine cut tobacco	26%
Garrett	Dry snuff	24%
NOTE: Market share—or market percentage—is defined as the percentage of total sales in the United States.		

Market Shares for Leading Smokeless Tobacco Brands ⁹		
Brand	Category	Market %
Skoal	Moist snuff and fine cut tobacco	24%
Red Man	Loose leaf tobacco	18%
NOTE: Market share—or market percentage—is defined as the percentage of total sales in the United States.		

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For Further Information

Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

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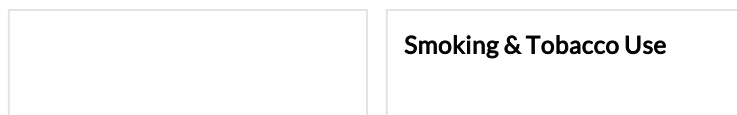
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