

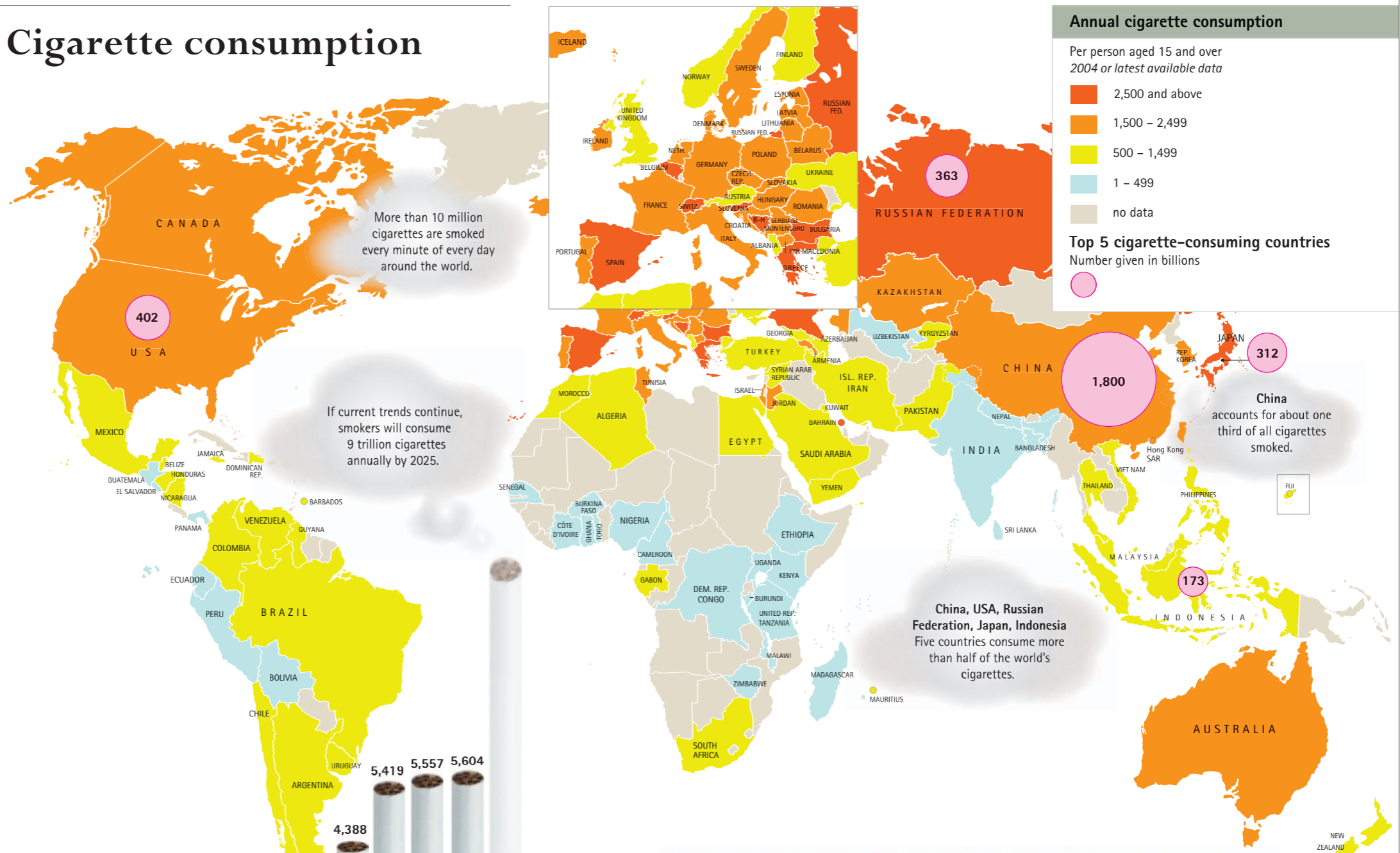
# 7 Cigarette consumption

"A cigarette is the perfect type of a perfect pleasure. It is exquisite, and leaves one unsatisfied. What more could one want?"  
Oscar Wilde, *The Picture of Dorian Gray*, 1890

Global cigarette consumption has been rising steadily since James Bonsack invented the first cigarette-rolling machine in 1881. By the 1960s, the incontrovertible health consequences of smoking had become apparent and, in some countries, consumption began levelling off and even decreasing. Worldwide, however, more people are smoking, and each smoker is consuming a greater number of cigarettes. Cigarettes account for the largest share of manufactured tobacco products (96 percent of total value sales) but widespread consumption of chewing tobacco and bidis is also escalating, especially in South Asia.

The total number of smokers is increasing mainly due to expansion of the world's population; by 2030, there will be at least another 2 billion people. Unless smoking prevalence rates decline dramatically, the absolute number of smokers will increase. The expected continuing decrease in male smoking prevalence also may be offset, in part, by a potentially dangerous increase in female smoking rates, especially in developing countries.

Tobacco companies are producing 5.6 trillion cigarettes per year – nearly 900 cigarettes per year for every man, woman, and child on the planet. The escalating consumption of these tobacco products has created an unprecedented global public health emergency, a pandemic of epic proportions.



**Global cigarette consumption**  
1880–2002  
billions of sticks

