Reduce the price differential between roll-your-own tobacco and cigarettes is associated with a decrease in the fraction of smoked roll-your-own tobacco in France since 2016

Bertrand Dautzenberg*, **, Marie-Dominique Dautzenberg***, *Institut Arthur Vernes *, **Alliance contre le tabac (ACT) ***Centre de santé du square de la Mutualité. Paris, France

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History of cigarette and fine-cut-tobacco sale for RYO cigarettes in France

Les vrais chiffres du tabac Catherine Hill

First

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From Evin law, the increase of cigarette price is associated with a decrease of cigarette and an increase of fine-cut-tobacco market.

From 1991 (French Evin Law) and end 2003, the ind.cig price had increased (from 1.5€ to 5€) but price of RYO had increased less.
The rolled cigarettes (RYO) releases more toxic in smoking machines and is more harmful than industrial cigarettes.

Until 1991 the RYO concerned only 3% of the market of industrial cigarettes.

In 1991 the first French antismoking law was voted (Evin law).

The percentage of RYO use increased from 3% to 17% in 12 years with the increase in the price of cigarettes without adequate increasing of price of fine-cut-tobacco for RYO and relative price difference reducing between the 2 products (but not in €).

At the end of 2003, one had to spend:

- € 5 to buy a pack of 20 industrial cigarettes (0.75g/cig).
- € 2.52 to buy fine-cut-tobacco to roll 20 cigarettes (0.75 gram of tobacco per cigarette)
- € 1.34 to buy fine-cut-tobacco to roll 20 cigarettes (0.40 gram of tobacco per cigarette)
Methods : Source of datas

To assess the 2004-2020 evolution of RYO market and use according to price we recover data from 2004 to 2020 in France on official French site.

In France, The OFDT and the Douane long series reporting monthly deliveries and prices for cigarettes and roll-your-own tobacco since 2004.

https://www.ofdt.fr/statistiques-et-infographie/tableau-de-bord-tabac/

Methods: tobacco weight in ind. cigarette

- **In the past**, industrial cigarettes contained one gram of tobacco, but this weight of tobacco has fallen with the replacement of part of the cigarette with a filter and the use of expanded tobacco.

- **Expanded tobacco**: the tobacco is impregnated with a highly vaporizable liquid, then brutally heated. CO² or liquid nitrogen, but also water are used. The vapor of the liquid which is removed swells cellular structures. → the filling capacity of this expanded tobacco allows to put less in each cigarette.

- **Industrial cigarette**: On average, a current cigarette weight 950 mg, and contains only 700 to 800 mg of tobacco. We will take 0.750 gram for our calculations.

**Industrial cigarettes** 0.750 g
Methods: tobacco weight in RYO cigarette

**RYO Cigarette:** The ISO standard (ISO 15592) provides for 400mg cigarettes with a diameter of 5.2mm and 750mg cigarettes with a diameter of 7.2mm. But these standards are old and currently surveys suggest the manufacture of 100 cigarettes with 40 mg of tobacco, or 400 mg per cigarette.

→ We will present the results with 750 mg (weight equal to cigarettes) and 400 mg (usual weight used with expensed tobacco).
Evolution of price sale of 40 g fine-cut-tobacco and 20 industrial cigarettes (2004-2020)

- Political decision to increase 15% RYO taxes
- Progressive increase of tobacco price in France
In 2016 MP Michèle Delaunay (former president Alliance contre le tabac) obtain a 15% increase of roll your own tobacco for 2017
Evolution of cigarette price in France from 2004 to 2020

Industrial cigarette

RYO 1 gramme

15% increase RYO tobacco taxes

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Evolution of cigarette price in France from 2004 to 2020 according to several hypothesis

Evolution of price of on cigarette

one ind. Cig. (€)
one RYO 1g (€)
one RYO 0,75g (€)
one RYO 0,4g (€)

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Evolution of number or cigarettes sale (Industrial or RYO (0,400g))

decision to increase RYO taxes>cigarette
Evolution 2004-2000 sale of industrial and RYO cigarettes
How compare industrial cigarette and RYO consumption?

Industrial cig = 1 g

Industrial cig = 0.750 g

Tabacco consumption 2019-2020

- conso RYO gramme
- conso RYO 0,750
- conso RYO cig 0,4 g

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Difference price of 0.75 g tobacco between industrial cigarette and RYO cigarette

Political decision
15% increase of RYO tobacco taxes

difference price (g/g)

2004  2006  2016  2018  2020

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Evolution of sale of RYO vary in parallel to the decrease of prise difference (ind.cigarette/RYO)

Part of RYO among cigarette sale (g/g)

- **1991**: Industrial cigarette: 97%, RYO/all cigarettes: 3%
- **2004**: Industrial cigarette: 83%, RYO/all cigarettes: 16.94%
- **2016**: RYO/all cigarettes: 26.65%, Industrial cigarette: 73%
- **2018**: RYO/all cigarettes: 25.15%, Industrial cigarette: 75%
- **2019**: RYO/all cigarettes: 25.58%, Industrial cigarette: 74%

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Conclusions

Reducing of the price differential between industrial cigarettes and roll-your-own tobacco is effective to decrease RYO cigarettes use.

Allowing this price difference to stagnate, increases the use of RYO.

Fifteen grams of fine-cut-tobacco (to build 20 large RYO cigarettes) should be sold at the same price as a pack of 20 industrial cigarettes in all European countries;

(this is especially true as many smokers only use 0.4 g of fine-cut-tobacco to make a RYO cigarette).