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Fighting Tobacco Use
in Europe

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***,

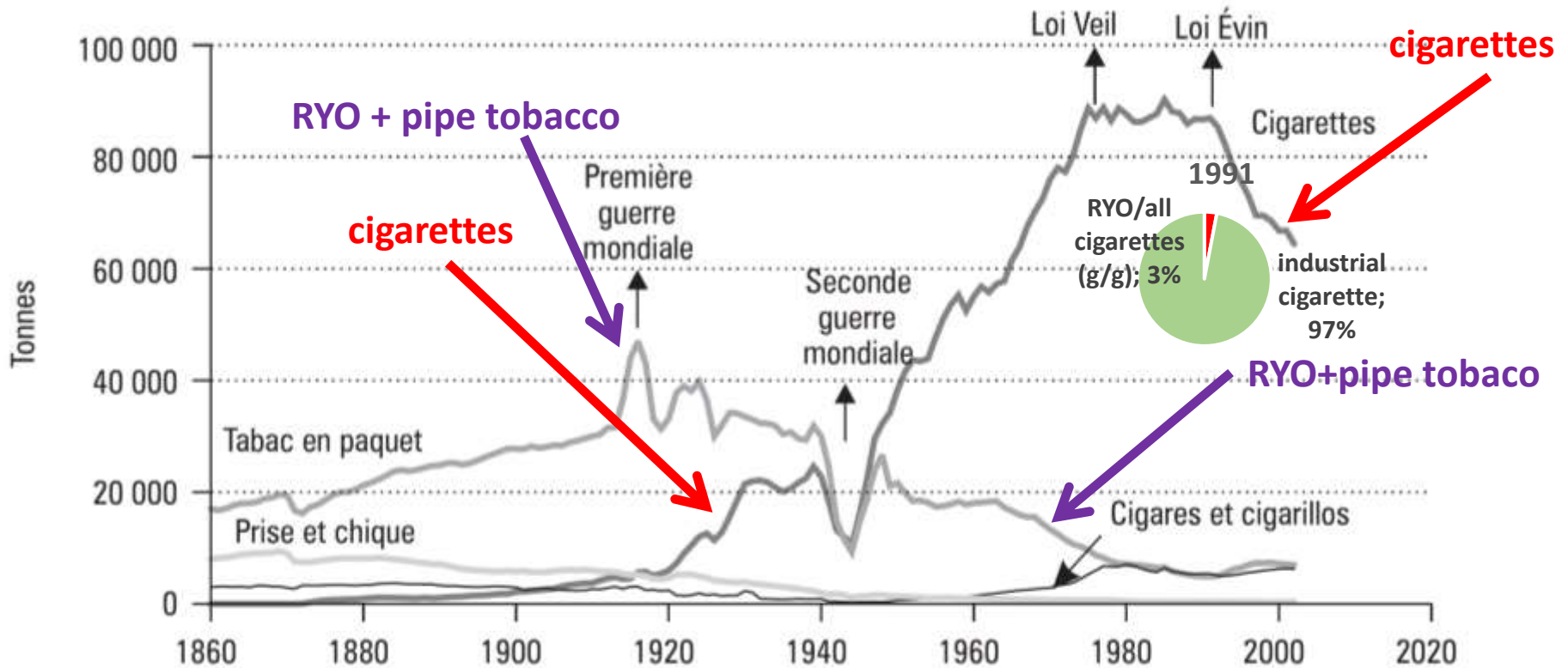
*Institut Arthur Vernes *, **Alliance contre le tabac (ACT)

***Centre de santé du square de la Mutualité. Paris, France



No conflict of interest on the topic of present communication

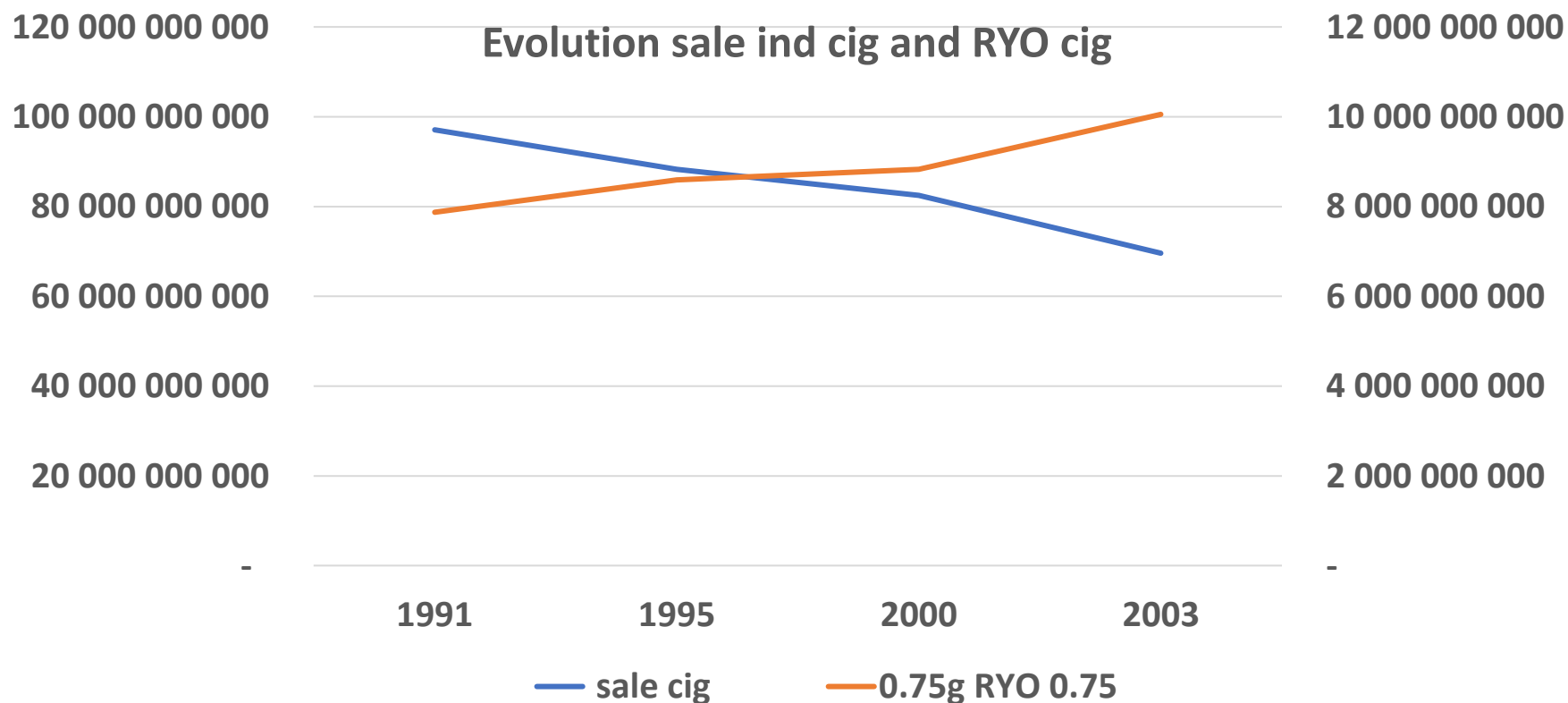
History of cigarette and fine-cut-tobacco sale for RYO cigarettes in France



Les vrais chiffres du tabac Catherine Hill First



From Evin law, the increase of cigarette price is associate 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 increase (from 1.5€ to 5€) but price of RYO had increase less.



Background (january 2004)

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.



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

<https://www.douane.gouv.fr/la-douane/opendata/categories/tabacs-manufactures/statistiques-des-ventes-en-france-continentale-et>



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



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).



Industrial cigarettes

0,750g

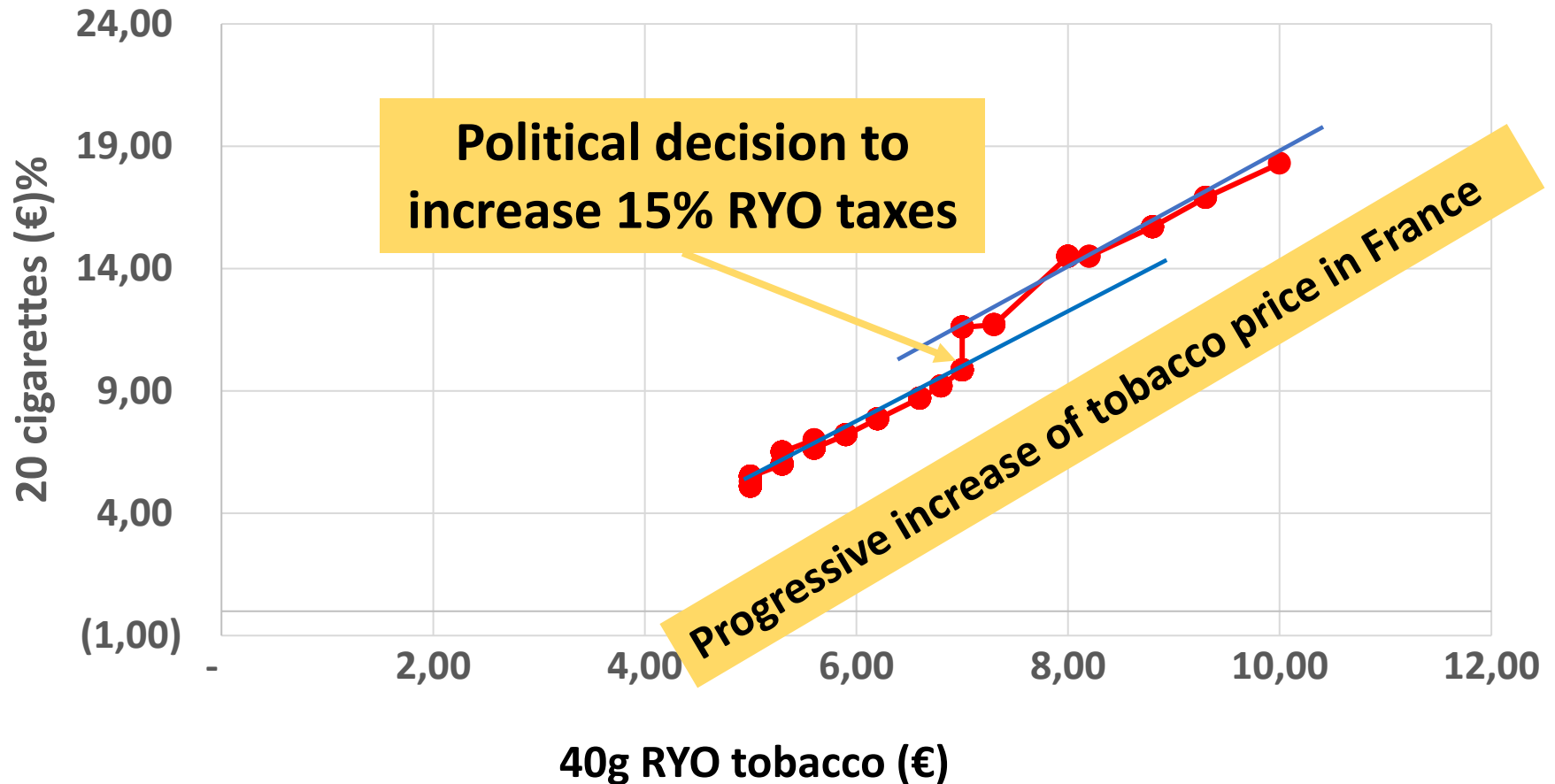
RYO cigarettes

0,400g

0,750g



Evolution of price sale of 40 g fine-cut-tobacco and 20 industrial cigarettes (2004-2020)



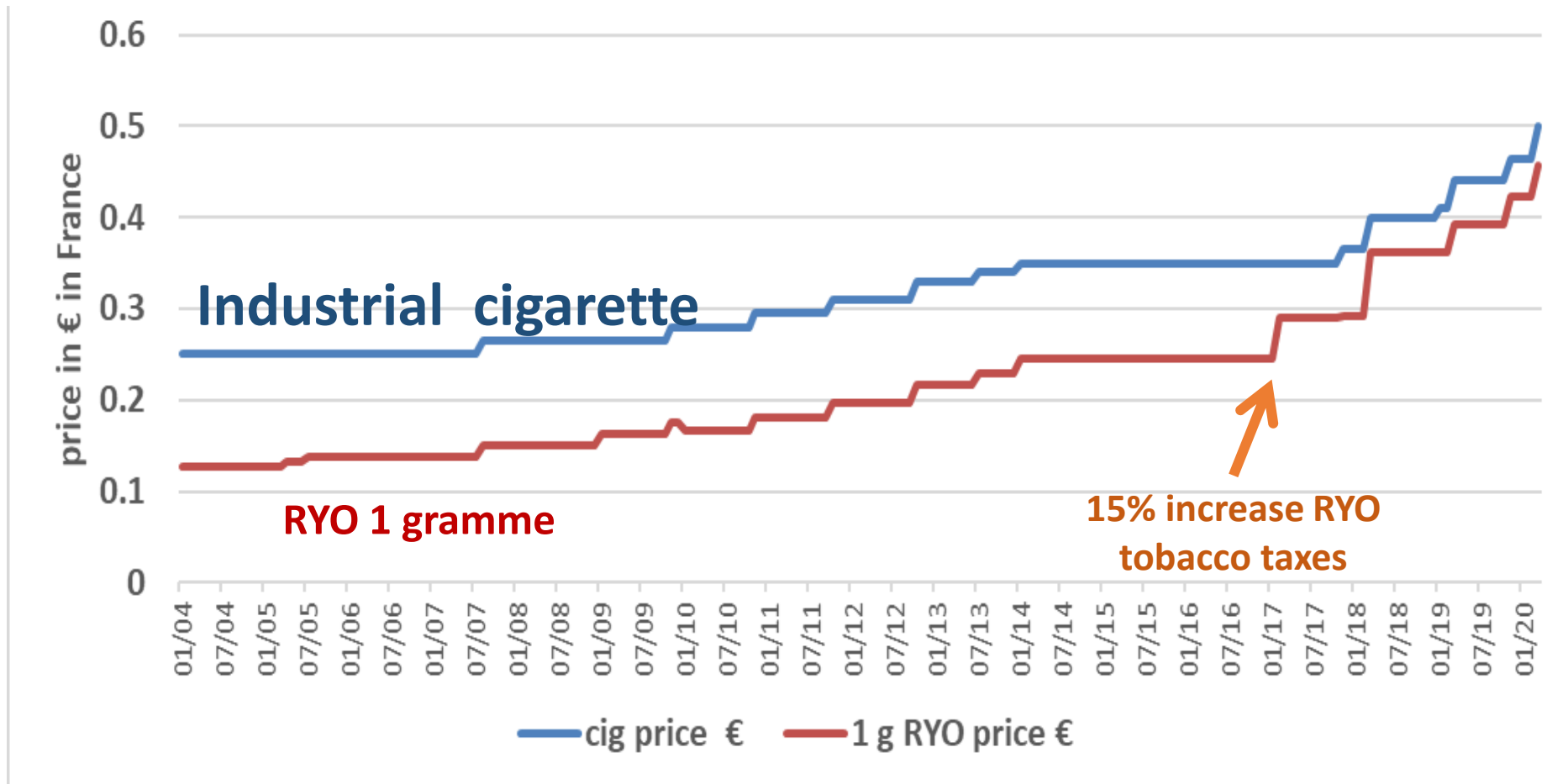
A political decision to increase taxes on RYO



In 2016 MP Michèle Delaunay (former president Alliance contre le tabac) obtain a 15% increase of roll your own tobacco for 2017

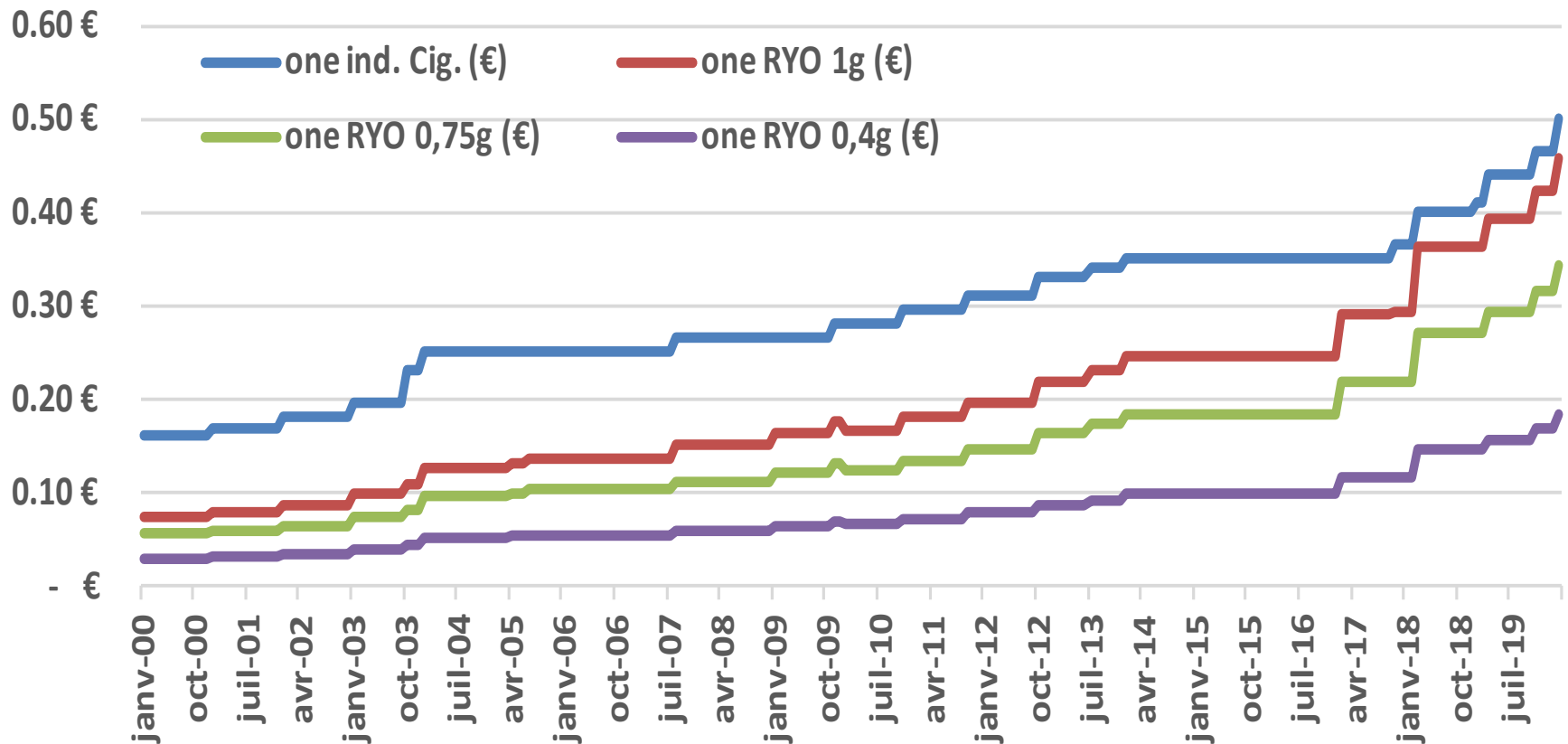


Evolution of cigarette price in France from 2004 to 2020

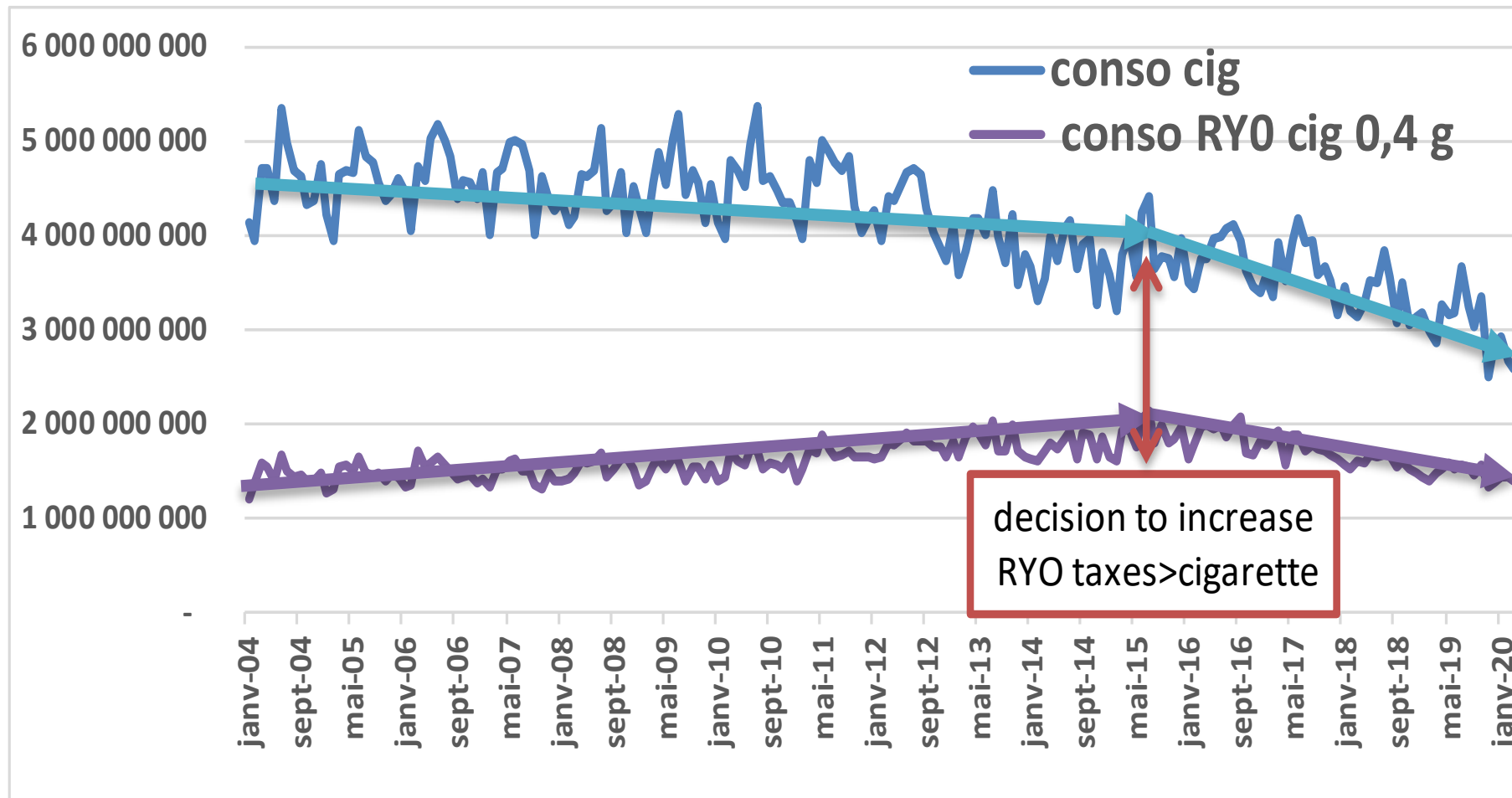


Evolution of cigarette price in France from 2004 to 2020 according to several hypothesis

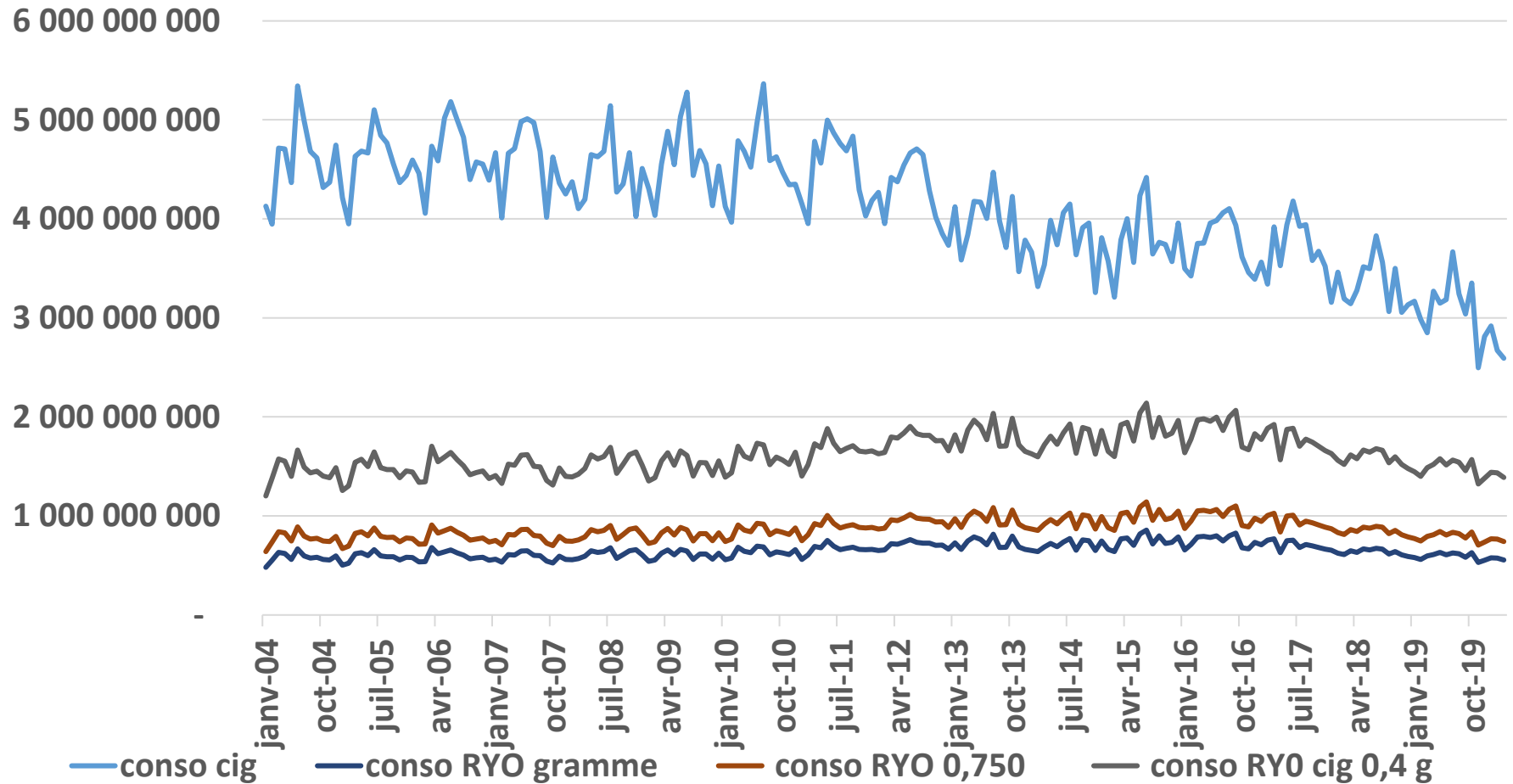
Evolution of price of on cigarette



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

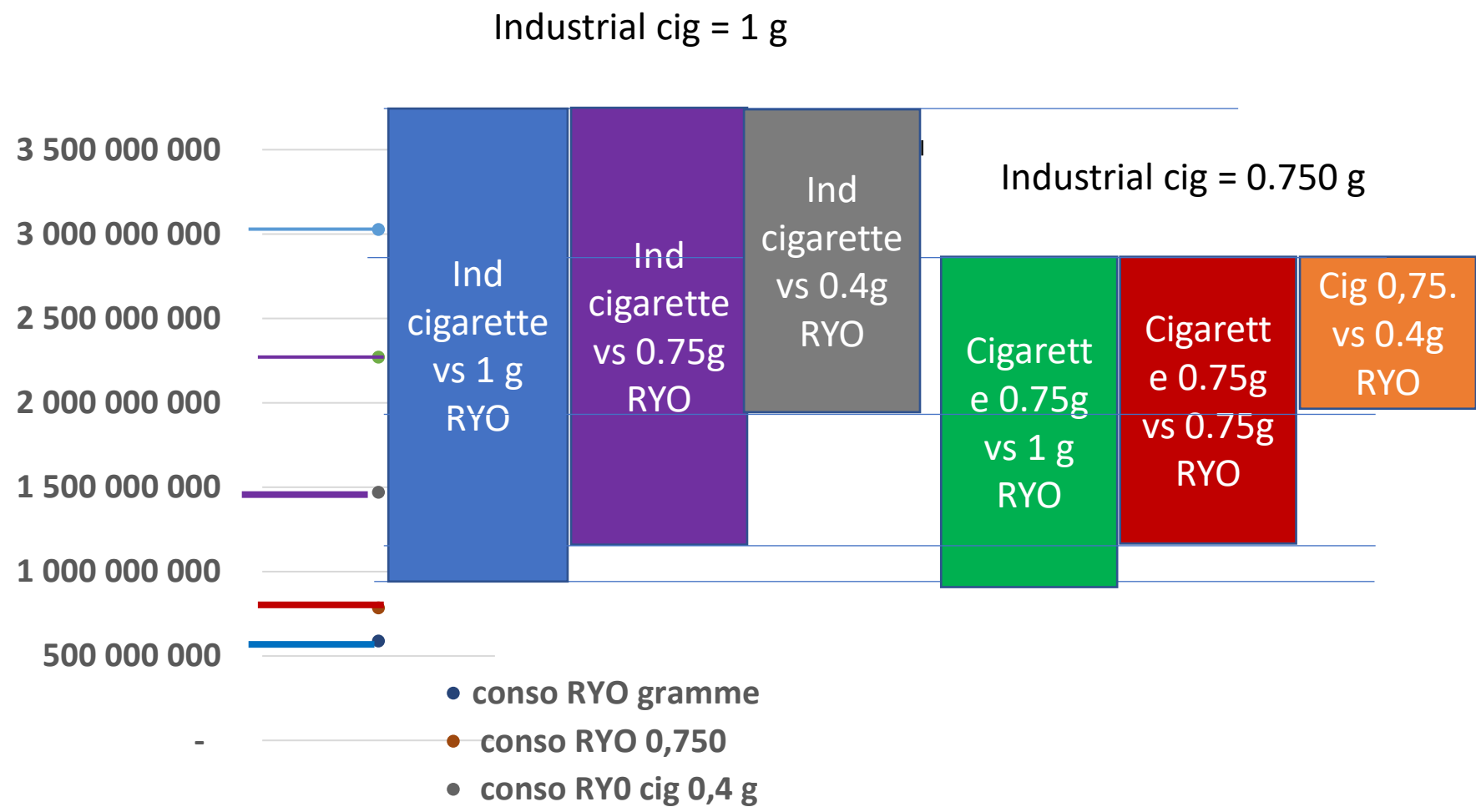


Evolution 2004-2000 sale of industrial and RYO cigarettes

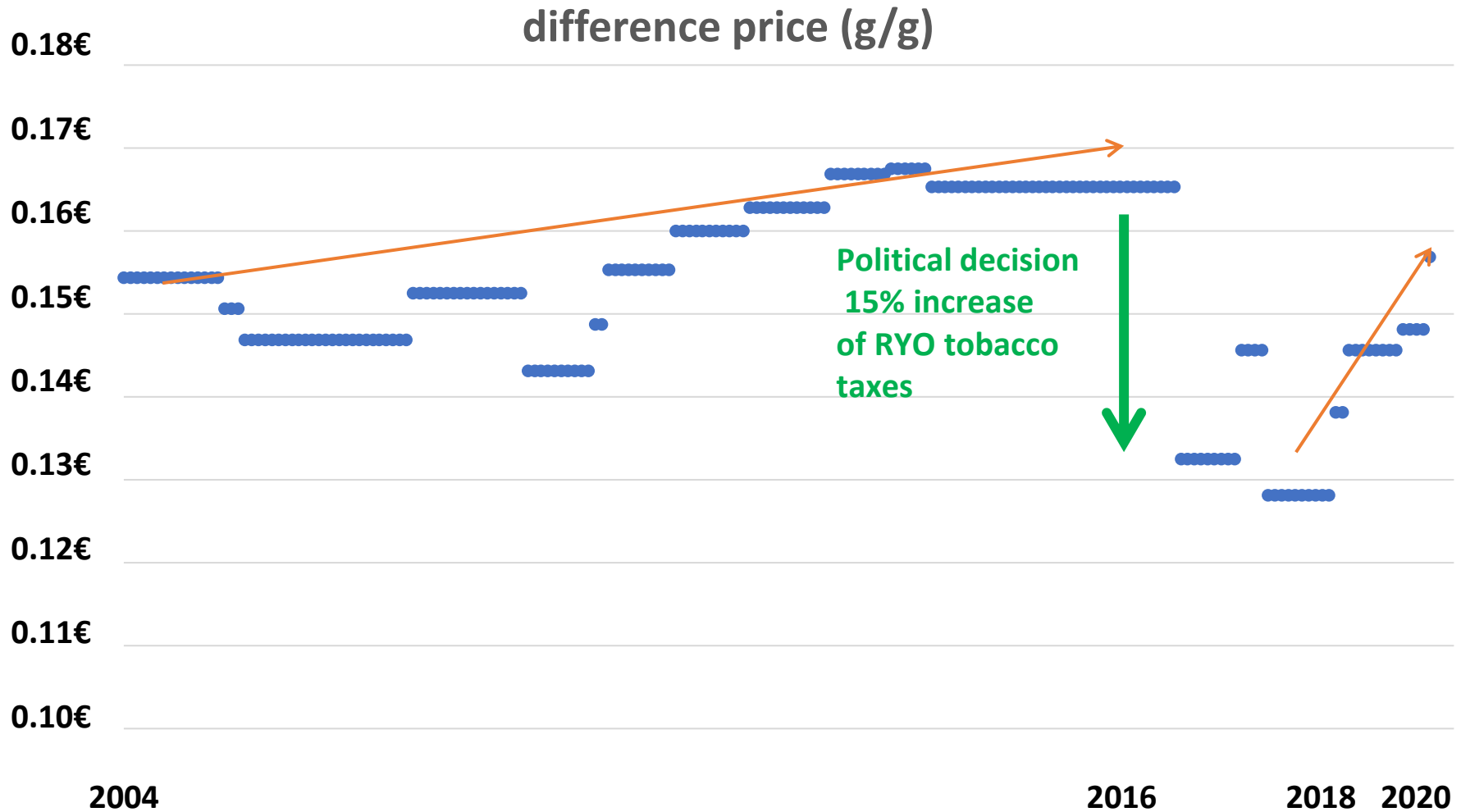


How compare industrial cigarette and RYO consumption?

Tabacco consumption 2019-2020

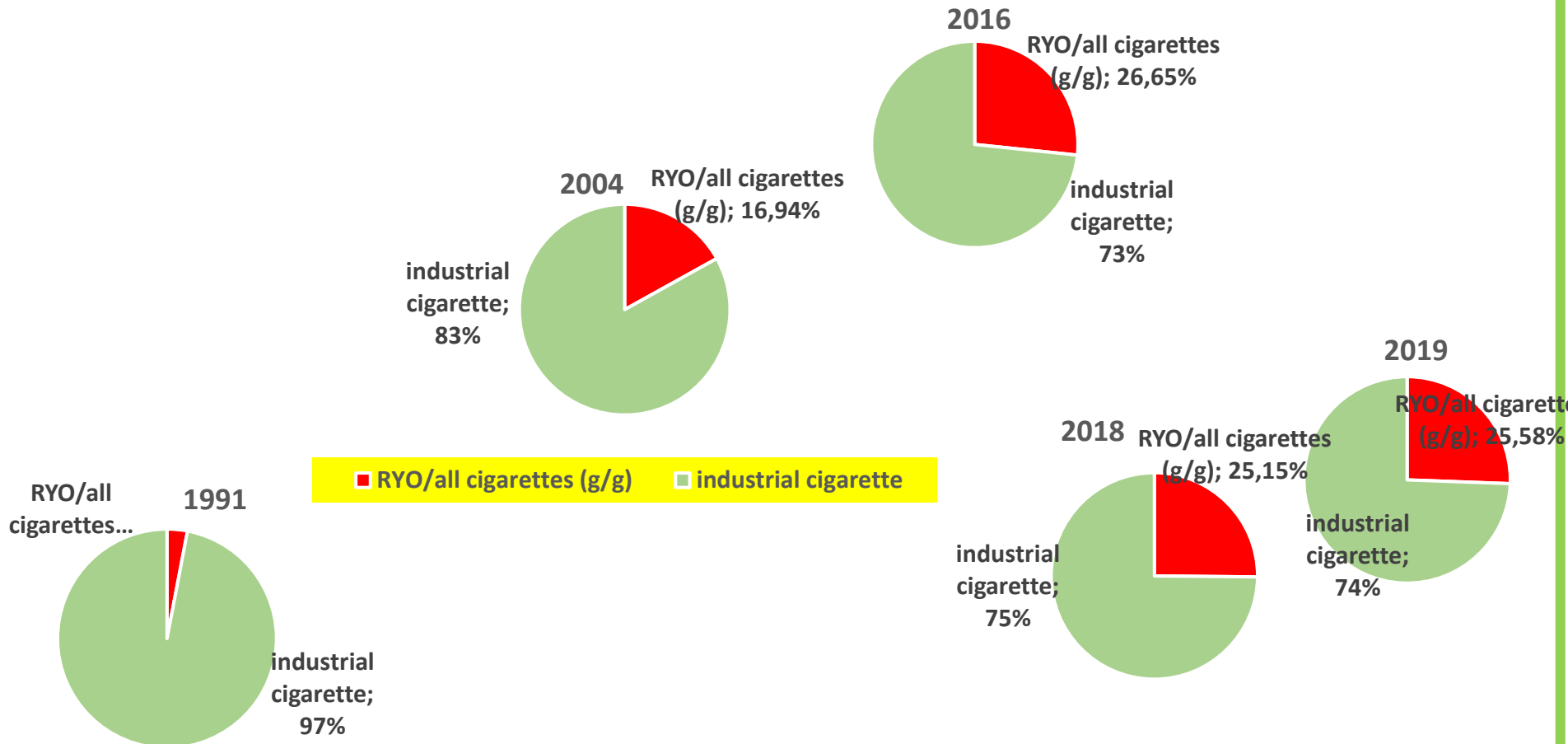


Difference price of 0,75 g tobacco between industrial cigarette and RYO cigarette



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)



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).

