



# Federal Trade Commission Smokeless Tobacco Report for 2020

ISSUED: 2021

## **I. INTRODUCTION**

This report is the latest in a series on smokeless tobacco sales, advertising, and promotion that the Federal Trade Commission (“Commission”) has prepared since 1987.<sup>1</sup>

The tables appended to this report provide information on domestic smokeless tobacco sales and advertising and promotional activities.<sup>2</sup> Commission staff prepared these tables using information collected, pursuant to compulsory process, from the parent companies of the major manufacturers of smokeless tobacco products sold in the United States: Altria Group, Inc.; North Atlantic Trading Company, Inc.; Reynolds American, Inc.; Swedish Match North America, Inc.; and Swisher International Group, Inc.<sup>3</sup>

## **II. TOTAL SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES**

Tables 1A and 1B show total smokeless tobacco sales and advertising expenditures from 1985 through 2020. Table 1B shows that the total amount of smokeless tobacco sold by manufacturers to wholesalers and retailers increased from 125.98 million pounds in 2019 to 126.83 million pounds in 2020. Sales revenues received by the manufacturers from wholesalers and retailers rose from \$4.532 billion in 2019 to \$4.822 billion in 2020.<sup>4</sup>

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<sup>1</sup> Some 1985 data are included. The 1985 data are less detailed than those from 1986 onward because they were collected retrospectively and were meant to serve as baseline data.

<sup>2</sup> The data contained in the tables appended to this report are also in an electronic spreadsheet available at <https://www.ftc.gov/smokelesstobaccodata>.

<sup>3</sup> Although the identity of the companies reporting smokeless tobacco data has varied during the more than 30 years that the Commission has issued these reports, these five companies have been recipients of the Commission’s compulsory process orders since 2010.

<sup>4</sup> The sales revenue and advertising and promotional expenditure figures contained in this report are in nominal dollars and have not been adjusted for inflation.

The manufacturers spent a total of \$567.3 million on advertising and promotion in 2020, a decrease from the \$576.1 million spent in 2019.

Tables 2A and 2B show the number of units of smokeless tobacco the companies sold and gave away from 2002 to 2020 in packages of various sizes (*e.g.*, less than one ounce; one ounce to less than two ounces; two ounces to less than five ounces). In 2020—as in the previous years for which these data are available—more packages weighing one ounce to less than two ounces were sold than any other size package. However, more packages weighing two ounces to less than five ounces were given away in 2020 than any other size package.

### **III. SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL EXPENDITURES BY CATEGORY**

Tables 3A through 3J show the annual expenditures on smokeless tobacco advertising and promotion for the years 1985 through 2020.<sup>5</sup> They list the amounts spent on the different types of media advertising (*e.g.*, magazines) and sales promotion activities (*e.g.*, distribution of samples).<sup>6</sup> Table 3J shows the companies' expenditures for 2018 through 2020.

The companies reported spending no money on newspaper advertising in 2020, as they had since 2018. Magazine advertising increased from \$6.1 million in 2019 to \$7.8 million in 2020. Spending on outdoor advertising decreased from \$483,000 to \$186,000 during the same

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<sup>5</sup> The reported figures include all advertising and promotional expenditures related to smokeless tobacco, regardless of whether such expenditures would constitute “commercial speech” or would be protected from law enforcement action under the First Amendment. They do not include the costs of employing full-time company employees or any overhead expenses attributable to the activities of such company employees.

<sup>6</sup> Detailed definitions of the 2020 expenditure categories appear in the Appendix to this report.

Since 2002, the Commission has permitted the companies to round expenditures to the nearest thousand dollars, and the Commission is reporting such expenditures rounded to the nearest thousand.

period.<sup>7</sup> Point-of-sale advertising decreased from \$19.3 million in 2019 to \$18.9 million in 2020. In 2020, the companies reported spending \$2.7 million on direct-mail advertising, down from the \$3.3 million spent in 2019.

In 2020, the companies reported spending \$296.6 million on price discounts (payments made in order to reduce the price of smokeless tobacco to consumers) paid to retailers and \$85.3 million on price discounts paid to wholesalers. In 2019, expenditures in those categories were \$285.6 million and \$90.4 million, respectively. Retail and wholesale price discounts were the two largest expenditure categories in 2020, representing a combined 67.4 percent of total expenditures (52.3 percent and 15.1 percent, respectively).

Spending on promotional allowances (intended to facilitate the sale or placement of smokeless tobacco) paid to smokeless tobacco retailers decreased from \$23.1 million in 2019 to \$21.9 million in 2020. Spending on promotional allowances paid to smokeless tobacco wholesalers decreased from \$49.6 million in 2019 to \$43.6 million in 2020. The Commission is not reporting the amount spent on promotional allowances paid to persons other than retailers in 2020 because each year since 2018 only one company reported spending in that category.<sup>8</sup>

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<sup>7</sup> The Commission's compulsory-process orders for 2002 and the years since have defined "outdoor" advertising to mean: billboards; signs and placards in arenas, stadiums, and shopping malls (whether they are open air or enclosed); and any other ads placed outdoors, regardless of their size, including those on the property of smokeless tobacco retailers. Previously, "outdoor" advertising was not precisely defined. In particular, it was not clear that signs in arenas, stadiums, shopping malls, or on retailer property were to be reported in this category.

Starting with its orders for 2014, the Commission ceased collecting data on transit advertising (advertising on or in vehicles, bus stops, taxi stands, or transportation facilities) because the recipients of the orders had never reported expenditures on transit advertising.

<sup>8</sup> If only one company reported spending money on a particular type of advertising or promotion in a year, that category is shown as "N/A" in the table; and the expenditures are included in the "Other" category, to avoid potential disclosure of individual company data.

When promotional allowances and price discounts paid to retailers and wholesalers are combined, they account for 78.9 percent of total 2020 spending, up from 77.9 percent of total 2019 spending.

The companies reported spending \$210,000 in 2020 to give smokeless tobacco samples to the public (“sampling”).<sup>9</sup> In 2019, they reported spending \$720,000 on sampling.

The companies reported spending \$15.2 million on non-branded specialty-item distribution<sup>10</sup> in 2020, an increase from the \$13.6 million spent in 2019.

The Commission is not separately publishing the amount spent on consumer engagement at retail locations open to underage individuals (*e.g.*, convenience stores) in 2020 because only one company reported spending in that category; the Commission did not previously report the amount spent in 2019 for the same reason. The companies reported spending \$4.0 million in that category in 2018. The companies reported spending \$349,000 on consumer engagement in adult-only facilities in 2020, a decrease from the \$5.0 million spent in 2019.

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<sup>9</sup> The Commission’s definitions of “sampling” and “coupons” provide that when coupons are distributed for free smokeless tobacco products and no purchase is required to obtain the coupon or to redeem it for the smokeless tobacco, such activities are to be reported as “sampling.”

The Commission’s compulsory-process orders for 2017 clarified that expenditures associated with coupons for free smokeless tobacco products distributed during consumer engagement should be reported as “sampling,” not consumer engagement.

<sup>10</sup> This expenditure category covers items (such as T-shirts, caps, key chains, and sporting goods) distributed through the mail, at promotional events, or by any means other than at the point of sale with the purchase of smokeless tobacco. Specialty items provided at retail with smokeless tobacco products (*e.g.*, “buy three, get a free key chain”) are deemed retail-value-added.

Starting with its orders for 2016, the Commission stopped collecting data on spending on branded specialty items. The companies have not reported expenditures on branded specialty items since 2011; regulations promulgated by the Food and Drug Administration pursuant to the Family Smoking Prevention and Tobacco Control Act (“Tobacco Control Act”) prohibit the distribution of branded non-tobacco promotional items. *See* 21 C.F.R. § 1140.34(a).

The companies reported no spending on public entertainment in adult-only facilities (*e.g.*, bar nights) in 2020. The Commission did not separately publish the amount spent on such events in 2019 because only one company reported spending in that category. In 2016, the Commission clarified that such events must include actual entertainment, as opposed to simply consumer engagement.

As they have each year since 2011, the companies reported no spending in 2020 on general-audience public entertainment, endorsements and testimonials, or sponsorships.

The companies reported spending \$41.1 million in 2020 on coupons to reduce the retail cost of smokeless tobacco products, an increase from the \$39.7 million spent in 2019.<sup>11</sup>

Retail-value-added expenditures are the costs associated with offers such as “buy one, get one free” and “buy three, get a free T-shirt,” where the bonus is distributed at retail when the smokeless tobacco is purchased. The retail-value-added category is broken into two subcategories—one in which the bonus is additional smokeless tobacco and one in which the bonus is something other than smokeless tobacco. The companies reported spending \$347,000 on retail-value-added expenditures for promotions involving free smokeless tobacco in 2020. The Commission did not separately publish the amount spent on such promotions in 2019 because only one company reported spending in that category. In 2018, the companies reported spending \$5.0 million in that category.

Each year from 2011 until 2015, the companies reported spending no money on retail-value-added promotions involving non-smokeless tobacco items. In 2016, the Commission expanded the category to include discounts such as “buy two, save 20 cents per gallon of

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<sup>11</sup> The Commission’s compulsory-process orders for 2017 clarified that expenditures associated with coupons that reduce the retail cost of smokeless tobacco products should be reported in the “coupon” category, regardless of how the coupons are distributed or redeemed.

gasoline.” The companies reported no spending in the category in 2020. The Commission did not separately report the amount spent in 2019 because only one company reported spending in the category.

In 2020, the companies reported spending \$3.5 million for advertising on company websites and \$4.6 million on Internet advertising other than on their own websites. In 2019, those figures were \$5.0 million and \$1.7 million, respectively.

As they have each year since 2008, the companies reported no spending in 2020 on telephone advertising<sup>12</sup> or audio-visual advertising.

The compulsory-process orders issued by the Commission since 2009 have asked the companies to report spending on social-media marketing on websites or other online services or communities, including but not limited to social networking sites, microblogging sites, content-sharing sites, and blogs. The companies reported spending \$256,000 on social-media marketing in 2020, a decrease from the \$316,000 they spent in 2019.

The Commission also requires the smokeless tobacco manufacturers to report the total amount of money they spent on advertising and promotion in connection with sports and sporting events.<sup>13</sup> Expenditures in connection with sports and sporting events, which had been as high as \$26.6 million in 1998, were \$377,000 in 2020, down from \$943,000 in 2019.

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<sup>12</sup> This expenditure category includes costs associated with telemarketing calls or the operation of incoming telephone lines for consumers to participate in promotions or hear pre-recorded product messages.

<sup>13</sup> The Commission’s question about “sports and sporting events” has always asked the companies to report expenditures for: (1) the sponsoring, advertising, or promotion of sports or sporting events; support of an individual, group, or sports team; and purchase of or support for equipment, uniforms, sports facilities, or training facilities; (2) advertising in the name of the smokeless tobacco company or any of its brands in a sports facility, on a scoreboard, or in conjunction with the reporting of sports results; and (3) functional promotional items (clothing, hats, etc.) connected with a sporting event. The Commission’s compulsory-process orders for

The companies reported spending \$588 thousand in 2020 on ads directed to youth or their parents that were intended to reduce youth use of smokeless tobacco products.<sup>14</sup>

Smokeless tobacco manufacturers reported that, in 2020, neither they nor anyone working for them or on their behalf paid money or any other form of compensation in connection with the production or filming of any motion picture, television show, or video game, or paid money or any other form of compensation to anyone engaged in product placement in motion pictures, television shows, or video games. The companies also reported that neither they nor anyone working for them or on their behalf sought or solicited the appearance of any smokeless tobacco product or smokeless tobacco brand imagery in any motion picture, television show, or video game. Four companies reported having video advertising on company-operated brand websites. With respect to social-media marketing, two companies reported having smokeless tobacco brand Facebook accounts; three reported having brand Instagram accounts; one reported having a brand YouTube page, and one reported allowing the posting of user-generated content on company-operated brand websites. The companies reported that otherwise, neither they nor anyone working for them or on their behalf sought, solicited, granted approval, or otherwise gave permission for the appearance of any smokeless tobacco product or smokeless tobacco brand imagery in any video appearing on the Internet.

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2015 clarified that the companies should report expenditures on smokeless tobacco sampling in an adult-only facility on the grounds or in the parking lot of a sports facility. The orders for 2016 further clarified that the companies should also report “consumer engagement” on the grounds or lot of a sports facility. The question about sports and sporting events is separate from, and duplicative of, the reporting of the individual advertising and promotion categories.

<sup>14</sup> These expenditures are not included in the figures reported in Table 3J (advertising and promotional expenditures by category).



#### **IV. SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES BY TOBACCO TYPE**

The Commission historically has reported sales and advertising expenditures for several different types of smokeless tobacco products, including dry snuff, moist snuff, plug/twist, and loose-leaf chewing tobacco. Since 2008, the Commission also has required the companies to provide data for snus and dissolvable smokeless tobacco products. Tables 4A through 4F present details on sales and advertising and promotional expenditures by type of smokeless tobacco.

Between 2019 and 2020, the number of pounds of loose-leaf chewing tobacco sold remained virtually unchanged and the number of pounds of plug/twist chewing tobacco sold increased, halting the sales declines that both categories had experienced in recent years. Sales of scotch/dry snuff and snus, in terms of pounds sold, decreased from 2019 to 2020. Moist snuff pounds, which rose all but two years since the Commission began issuing its smokeless tobacco reports, increased from 108.46 million pounds in 2019 to 109.46 million pounds in 2020 but remained below the record 111.92 million pounds sold in 2017. The number of pounds of moist snuff sold again exceeded the combined sales of all other kinds of smokeless tobacco. The companies reported that they had no sales of dissolvable smokeless tobacco products in 2020.

Moist snuff also continued to generate more revenue than any other type of smokeless tobacco. In 2020, sales of moist snuff were \$4.353 billion, representing 90.3 percent of total smokeless tobacco sales.

Tables 4A through 4F also indicate that moist snuff continued to receive the greatest advertising and promotional support. In 2020, the companies spent \$533.1 million promoting

moist snuff, compared to \$5.3 million for loose-leaf chewing tobacco, \$183,000 for plug/twist chewing tobacco, \$526,000 for scotch/dry snuff, and \$15.5 million for snus.<sup>15</sup>

Tables 5A through 5F present details about the number of units sold in packages of various sizes for each type of smokeless tobacco product. For plug/twist chewing tobacco, scotch/dry snuff, and moist snuff, more packages weighing one ounce to less than two ounces were sold in 2020 than any other size. For loose-leaf chewing tobacco, more packages weighing two ounces to less than five ounces were sold in 2020 than any other size. More packages of snus weighing less than one ounce were sold in 2020 than any other size.

## **V. SMOKELESS TOBACCO SALES BY FLAVOR CATEGORY**

Tables 6A and 6B present details about the flavors of smokeless tobacco products sold. For 2020, the Commission began asking the companies to report the flavors of their smokeless tobacco products. Tobacco flavored (that is, no added flavor) smokeless tobacco products comprised 46.3% of sales in terms of pounds sold and 43.4% in terms of dollar sales. Menthol flavored smokeless tobacco products (*e.g.*, mint, spearmint, wintergreen) comprised 50.8% of sales in terms of pounds sold and 54.2% in terms of dollar sales. Fruit flavored smokeless tobacco products (*e.g.*, apple, blackberry, cherry, citrus, peach) comprised 2.8% of sales in terms of pounds sold and 2.5% in terms of dollar sales. Alcohol flavored (*e.g.*, tequila, whiskey) and

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<sup>15</sup> The companies also spend money advertising and promoting smokeless tobacco brands that encompass more than one type of product (*e.g.*, moist snuff and snus) or on non-brand specific smokeless tobacco advertising. Such advertising and promotional expenditures are included in the totals set forth in Tables 1A and 1B, but might not be included in Tables 4A through 4F.

Beginning with the orders for 2015 data, the Commission's compulsory process orders have provided that advertising and promotional expenditures for brands having more than one product type but with a dominant product type representing 95% or more of brand sales should be reported under the brand's dominant product type. In earlier years, some companies could have also reported some of their brands' advertising and promotional expenditures under those brands' dominant varieties.

other flavored (*e.g.*, butternut, licorice) smokeless tobacco products comprised 0.07% of sales in terms of pounds sold and 0.02% in terms of dollar sales.

## **VI. NICOTINE LOZENGES AND NICOTINE POUCHES**

For 2020, the Commission began asking the companies whether they sold nicotine lozenges or nicotine pouches not containing tobacco. Three of the smokeless tobacco manufacturers indicated that they sold nicotine lozenges or nicotine pouches not containing tobacco in the United States in 2020. Together, the companies sold 140.7 million units of such products for \$420.5 million.

**TABLE 1A**  
**TOTAL SMOKELESS TOBACCO SALES**  
**AND ADVERTISING AND PROMOTIONAL EXPENDITURES**  
**FOR 1985–2008**

| Year | Sales in Pounds | Sales in Dollars | Advertising and Promotional Expenditures |
|------|-----------------|------------------|--|
| 1985 | 121,449,115     | \$730,618,970    | \$80,068,229                             |
| 1986 | 118,778,334     | \$797,777,885    | \$76,676,706                             |
| 1987 | 116,540,281     | \$852,717,347    | \$67,777,044                             |
| 1988 | 114,433,782     | \$901,654,382    | \$68,223,671                             |
| 1989 | 116,440,365     | \$981,637,304    | \$81,200,611                             |
| 1990 | 117,415,326     | \$1,091,170,201  | \$90,101,327                             |
| 1991 | 120,110,686     | \$1,237,961,670  | \$104,004,040                            |
| 1992 | 118,372,693     | \$1,361,360,729  | \$115,346,708                            |
| 1993 | 115,888,785     | \$1,475,460,518  | \$119,230,826                            |
| 1994 | 115,495,201     | \$1,612,098,989  | \$125,972,408                            |
| 1995 | 116,387,464     | \$1,735,840,489  | \$127,323,282                            |
| 1996 | 116,404,222     | \$1,790,406,160  | \$123,877,458                            |
| 1997 | 113,975,148     | \$1,817,508,055  | \$150,426,310                            |
| 1998 | 110,036,380     | \$1,886,328,217  | \$145,486,899                            |
| 1999 | 109,401,055     | \$1,940,736,017  | \$170,213,761                            |
| 2000 | 111,741,335     | \$1,988,875,535  | \$224,582,757                            |
| 2001 | 112,193,550     | \$2,127,520,387  | \$236,676,917                            |
| 2002 | 112,148,366     | \$2,362,166,931  | \$234,645,000                            |
| 2003 | 112,924,505     | \$2,489,501,857  | \$242,514,000                            |
| 2004 | 116,768,672     | \$2,617,388,686  | \$231,084,000                            |
| 2005 | 116,197,005     | \$2,611,292,547  | \$250,792,000                            |
| 2006 | 115,818,739     | \$2,593,436,592  | \$354,123,000                            |
| 2007 | 118,234,763     | \$2,695,462,138  | \$411,239,000                            |
| 2008 | 119,915,125     | \$2,757,087,244  | \$547,873,000                            |

**TABLE 1B  
TOTAL SMOKELESS TOBACCO SALES  
AND ADVERTISING AND PROMOTIONAL EXPENDITURES  
FOR 2009–2020**

| Year | Sales in Pounds | Sales in Dollars | Advertising and Promotional Expenditures |
|------|-----------------|------------------|--|
| 2009 | 117,693,273     | \$2,611,908,686  | \$493,071,000                            |
| 2010 | 120,522,070     | \$2,780,437,133  | \$444,494,000                            |
| 2011 | 122,735,863     | \$2,936,852,337  | \$451,985,000                            |
| 2012 | 125,496,642     | \$3,077,403,248  | \$435,927,000                            |
| 2013 | 128,043,919     | \$3,263,105,347  | \$503,161,000                            |
| 2014 | 127,810,528     | \$3,415,702,358  | \$600,786,000                            |
| 2015 | 129,363,158     | \$3,680,195,446  | \$684,938,000                            |
| 2016 | 131,433,651     | \$3,981,902,822  | \$759,348,000                            |
| 2017 | 130,910,581     | \$4,202,999,689  | \$718,323,000                            |
| 2018 | 128,405,325     | \$4,367,000,467  | \$658,526,000                            |
| 2019 | 125,981,036     | \$4,531,614,304  | \$576,054,000                            |
| 2020 | 126,828,260     | \$4,822,273,351  | \$567,262,000                            |

**TABLE 2A**  
**NUMBER OF UNITS SOLD AND GIVEN AWAY – BY PACKAGE SIZE**  
**FOR 2002–2012**

|             |            | Less than<br>1 oz. | 1 oz. to less<br>than 2 oz. | 2 oz. to less<br>than 5 oz. | 5 oz. to less<br>than 10 oz. | 10 oz. to less<br>than 15 oz. | 15 oz. or<br>more |
|-------------|------------|--------------------|-----------------------------|-----------------------------|------------------------------|-------------------------------|-------------------|
| <b>2002</b> | sold       | 25,394,260         | 887,095,347                 | 216,169,305                 | 6,628,408                    | 15,735                        | 36,200            |
|             | given away | 915,205            | 22,123,561                  | 3,792,001                   | 0                            | 0                             | 0                 |
| <b>2003</b> | sold       | 37,883,014         | 918,733,530                 | 203,567,697                 | 7,848,051                    | 15,936                        | 353,436           |
|             | given away | 2,663,753          | 14,474,790                  | 2,352,034                   | 0                            | 0                             | 0                 |
| <b>2004</b> | sold       | 42,705,741         | 959,223,302                 | 191,040,358                 | 8,645,329                    | 15,456                        | 2,118,017         |
|             | given away | 7,422,914          | 15,859,744                  | 2,247,914                   | 0                            | 0                             | 24                |
| <b>2005</b> | sold       | 47,107,372         | 980,089,404                 | 175,013,057                 | 7,902,121                    | 14,064                        | 2,275,388         |
|             | given away | 5,952,331          | 17,059,852                  | 1,983,417                   | 48                           | 0                             | 0                 |
| <b>2006</b> | sold       | 49,584,382         | 994,410,045                 | 161,133,012                 | 7,136,052                    | 14,575                        | 2,552,377         |
|             | given away | 4,699,963          | 19,699,034                  | 9,632,177                   | 0                            | 0                             | 2,280             |
| <b>2007</b> | sold       | 63,590,228         | 1,056,392,109               | 158,097,486                 | 1,679,601                    | 6,350                         | 2,687,159         |
|             | given away | 6,746,905          | 10,922,306                  | 9,489,740                   | 72                           | 0                             | 5,616             |
| <b>2008</b> | sold       | 77,241,248         | 1,072,780,163               | 138,515,458                 | 5,740,339                    | 53,012                        | 2,826,765         |
|             | given away | 6,580,518          | 15,120,663                  | 9,962,337                   | 12                           | 750                           | 5,626             |
| <b>2009</b> | sold       | 121,886,357        | 1,098,116,188               | 125,774,684                 | 4,696,041                    | 511,174                       | 2,917,282         |
|             | given away | 5,670,008          | 12,050,068                  | 9,903,059                   | 252                          | 9,726                         | 1,012             |
| <b>2010</b> | sold       | 165,174,728        | 1,148,099,256               | 111,399,859                 | 4,791,115                    | 1,193,327                     | 3,087,246         |
|             | given away | 4,195,615          | 5,991,661                   | 9,985,116                   | 144                          | 10,794                        | 246               |
| <b>2011</b> | sold       | 167,129,086        | 1,188,545,083               | 101,448,909                 | 4,632,388                    | 1,618,546                     | 3,125,666         |
|             | given away | 1,007,789          | 753,278                     | 9,243,150                   | 245                          | 1,560                         | 72                |
| <b>2012</b> | sold       | 198,158,371        | 1,219,926,468               | 93,005,883                  | 4,115,671                    | 2,544,526                     | 3,383,934         |
|             | given away | 503,943            | 214,357                     | 8,342,400                   | 48                           | 612                           | 48                |

**TABLE 2B  
NUMBER OF UNITS SOLD AND GIVEN AWAY – BY PACKAGE SIZE  
FOR 2013–2020**

|             |            | Less than<br>1 oz. | 1 oz. to less<br>than 2 oz. | 2 oz. to less<br>than 5 oz. | 5 oz. to less<br>than 10 oz. | 10 oz. to less<br>than 15 oz. | 15 oz. or<br>more |
|-------------|------------|--------------------|-----------------------------|-----------------------------|------------------------------|-------------------------------|-------------------|
| <b>2013</b> | sold       | 206,426,798        | 1,239,286,872               | 88,294,800                  | 4,090,247                    | 3,505,261                     | 3,284,546         |
|             | given away | 418,302            | 201,641                     | 7,977,717                   | 48                           | 576                           | 158               |
| <b>2014</b> | sold       | 224,364,145        | 1,234,089,681               | 81,688,529                  | 4,025,337                    | 4,077,255                     | 3,304,393         |
|             | given away | 388,078            | 192,211                     | 8,459,652                   | 0                            | 864                           | 77                |
| <b>2015</b> | sold       | 250,978,524        | 1,248,306,671               | 75,439,482                  | 3,896,359                    | 4,443,748                     | 3,275,510         |
|             | given away | 317,437            | 177,171                     | 8,319,437                   | 48                           | 852                           | 147               |
| <b>2016</b> | sold       | 281,224,911        | 1,266,087,487               | 71,173,377                  | 3,439,501                    | 4,792,078                     | 3,212,926         |
|             | given away | 441,634            | 99,476                      | 7,578,154                   | 264                          | 912                           | 418               |
| <b>2017</b> | sold       | 294,016,949        | 1,257,596,469               | 66,182,652                  | 3,107,034                    | 5,173,096                     | 3,346,688         |
|             | given away | 222,702            | 75,699                      | 6,604,575                   | 96                           | 840                           | 427               |
| <b>2018</b> | sold       | 304,833,292        | 1,226,454,958               | 62,417,369                  | 2,573,842                    | 5,588,352                     | 3,190,743         |
|             | given away | 51,369             | 72,578                      | 5,471,422                   | 72                           | 948                           | 566               |
| <b>2019</b> | sold       | 312,497,976        | 1,188,566,482               | 61,211,535                  | 2,147,505                    | 6,449,028                     | 2,998,326         |
|             | given away | 37,960             | 84,009                      | 5,981,097                   | 0                            | 912                           | 380               |
| <b>2020</b> | sold       | 320,362,761        | 1,181,481,398               | 60,835,315                  | 2,178,560                    | 7,687,322                     | 3,112,605         |
|             | given away | 9,128              | 104,064                     | 3,327,086                   | 6                            | 1,169                         | 458               |

**TABLE 3A**

**SMOKELESS TOBACCO ADVERTISING  
AND PROMOTIONAL EXPENDITURES  
BY CATEGORY  
FOR 1985**

|                                |                     |
|--------------------------------|---------------------|
| Television & Radio Advertising | \$26,584,731        |
| Total Print                    | \$8,719,379         |
| Other                          | \$44,764,119        |
| <b>Total</b>                   | <b>\$80,068,229</b> |



**TABLE 3B**  
**SMOKELESS TOBACCO ADVERTISING**  
**AND PROMOTIONAL EXPENDITURES**  
**BY CATEGORY**  
**FOR 1986 AND 1987**

|                            | <b>1986</b>         | <b>1987</b>         |
|----------------------------|---------------------|---------------------|
| Newspapers                 | \$626,979           | \$1,452,710         |
| Magazines                  | \$6,226,654         | \$9,237,988         |
| Outdoor                    | \$2,722,557         | \$8,321,315         |
| Transit                    | \$0                 | \$0                 |
| Television & Radio*        | \$16,067,211        | \$0                 |
| Point-of-Sale              | \$4,234,207         | \$5,789,436         |
| Direct Mail                | \$20,844            | \$48,979            |
| Promotional Allowances     | \$8,231,580         | \$7,554,592         |
| Sampling                   | \$13,699,156        | \$13,877,923        |
| Distribution Bearing Names | \$2,353,816         | \$4,312,094         |
| Public Entertainment       | \$13,823,266        | \$14,844,425        |
| Endorsements               | \$435,710           | \$245,105           |
| Audio, Visual              | \$2,579,268         | \$0                 |
| Other                      | <u>\$5,655,458</u>  | <u>\$2,092,477</u>  |
| <b>TOTAL</b>               | <b>\$76,676,706</b> | <b>\$67,777,044</b> |

\* Expenditures allocated for television and radio advertising on electronic media subject to Federal Communications Commission ("FCC") regulations cover approximately six months of 1986 because the statutory broadcast ban became effective on August 28, 1986.

**TABLE 3C**  
**SMOKELESS TOBACCO ADVERTISING**  
**AND PROMOTIONAL EXPENDITURES**  
**BY CATEGORY**  
**FOR 1988–1991**

|                                   | <b>1988</b>         | <b>1989</b>         | <b>1990</b>         | <b>1991</b>          |
|-----------------------------------|---------------------|---------------------|---------------------|----------------------|
| Newspapers                        | \$940,256           | \$449,918           | \$880,629           | \$1,109,503          |
| Magazines                         | \$5,778,582         | \$6,410,401         | \$10,214,280        | \$9,652,958          |
| Outdoor                           | \$4,801,955         | \$2,913,074         | \$2,650,471         | \$1,644,287          |
| Transit                           | \$0                 | \$0                 | \$0                 | \$0                  |
| Point-of-Sale                     | \$7,436,270         | \$9,693,996         | \$10,320,657        | \$10,749,602         |
| Direct Mail                       | \$623,731           | \$935,370           | \$78,000            | \$893,000            |
| Promotional Allowances            | \$6,360,041         | \$8,327,225         | \$9,936,022         | \$14,771,597         |
| Sampling                          | \$12,345,180        | \$15,019,174        | \$13,461,932        | \$13,959,101         |
| Distribution Bearing<br>Names     | \$4,055,978         | \$4,611,457         | \$2,854,289         | \$3,866,263          |
| Public Entertainment              | \$17,501,791        | \$19,638,397        | \$20,272,355        | \$21,116,095         |
| Endorsements                      | \$260,539           | \$292,290           | \$264,484           | \$344,000            |
| Coupons & Retail-Value-<br>Added* | \$4,655,429         | \$9,689,049         | \$16,438,440        | \$23,306,499         |
| Audio, Visual                     | \$0                 | \$0                 | \$0                 | \$0                  |
| Other                             | <u>\$3,463,919</u>  | <u>\$3,220,210</u>  | <u>\$2,729,768</u>  | <u>\$2,591,135</u>   |
| <b>TOTAL</b>                      | <b>\$68,223,671</b> | <b>\$81,200,611</b> | <b>\$90,101,327</b> | <b>\$104,004,040</b> |

\* One company reported no expenditures for this category because its accounting records were not maintained to allow calculation of these expenditures. Instead, these expenditures were reported to the Commission in the Point-of-Sale or Promotional Allowances categories.

**TABLE 3D**

**SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL EXPENDITURES  
BY CATEGORY  
FOR 1992–1995**

|                                   | <b>1992</b>          | <b>1993</b>          | <b>1994</b>          | <b>1995</b>          |
|-----------------------------------|----------------------|----------------------|----------------------|----------------------|
| Newspapers                        | \$269,032            | \$274,738            | \$128,849            | \$142,562            |
| Magazines                         | \$9,258,297          | \$8,040,702          | \$10,261,201         | \$11,533,093         |
| Outdoor                           | \$694,388            | \$855,643            | \$1,112,524          | \$1,474,121          |
| Transit                           | \$0                  | \$0                  | \$0                  | \$0                  |
| Point-of-Sale                     | \$12,133,489         | \$13,465,302         | \$13,555,569         | \$15,170,713         |
| Direct Mail                       | \$1,289,000          | \$1,099,000          | \$103,000            | \$253,000            |
| Promotional Allowances            | \$11,397,882         | \$13,073,381         | \$10,244,241         | \$8,304,066          |
| Sampling                          | \$15,975,134         | \$15,794,391         | \$14,279,127         | \$15,748,393         |
| Distribution Bearing<br>Names     | \$2,609,348          | \$4,246,353          | \$10,368,596         | \$9,915,589          |
| Public Entertainment              | \$21,511,594         | \$22,912,765         | \$25,397,969         | \$26,749,679         |
| Endorsements                      | \$155,000            | \$215,000            | \$160,000            | \$160,000            |
| Coupons & Retail-Value-<br>Added* | \$31,524,486         | \$32,297,431         | \$36,687,092         | \$33,701,379         |
| Audio, Visual                     | \$0                  | \$0                  | \$0                  | \$0                  |
| Other                             | <u>\$8,529,058</u>   | <u>\$6,956,120</u>   | <u>\$3,674,240</u>   | <u>\$4,170,687</u>   |
| <b>TOTAL</b>                      | <b>\$115,346,708</b> | <b>\$119,230,826</b> | <b>\$125,972,408</b> | <b>\$127,323,282</b> |
| Sports & Sporting Events          | \$20,970,580         | \$22,742,986         | \$24,521,715         | \$25,863,187         |

\* One company reported no expenditures for this category because its accounting records were not maintained to allow calculation of these expenditures. Instead, these expenditures were reported to the Commission in the Point-of-Sale or Promotional Allowances categories.

**TABLE 3E**

**SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL EXPENDITURES  
BY CATEGORY FOR 1996–2001**

|                            | 1996                 | 1997                 | 1998                 | 1999                 | 2000                 | 2001                 |
|----------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Newspapers                 | \$236,765            | \$1,642,347          | \$2,807,281          | \$3,306,548          | \$2,413,104          | \$1,825,748          |
| Magazines                  | \$13,362,100         | \$11,874,395         | \$18,389,758         | \$18,436,630         | \$13,890,399         | \$21,963,961         |
| Outdoor                    | \$3,544,994          | \$4,991,256          | \$2,228,381          | \$7,258              | \$6,987              | \$10,522             |
| Transit                    | \$0                  | \$0                  | \$0                  | \$0                  | \$0                  | \$0                  |
| Point-of-Sale              | \$13,568,572         | \$14,712,560         | \$25,202,972         | \$26,092,942         | \$15,179,555         | \$17,412,893         |
| Direct Mail                | \$314,599            | \$808,247            | \$6,948,300          | \$5,620,844          | \$17,015,856         | \$16,340,203         |
| Promotional Allowances     | \$12,722,615         | \$14,692,865         | \$14,959,694         | \$30,756,608         | \$45,393,210         | \$60,866,870         |
| Sampling                   | \$12,640,816         | \$11,155,411         | \$17,439,990         | \$17,884,888         | \$15,761,075         | \$17,888,963         |
| Distribution Bearing Names | \$11,728,976         | \$17,999,555         | \$3,768,161          | \$3,161,884          | \$347,124            | \$324,694            |
| Public Entertainment       | \$22,736,345         | \$28,940,337         | \$25,426,519         | \$22,136,453         | \$11,223,945         | \$18,063,522         |
| Endorsements               | \$162,500            | \$165,000            | \$165,000            | \$130,000            | \$230,000            | \$255,000            |
| Coupons                    | \$3,446,225*         | \$3,447,124*         | \$10,965,387         | \$24,221,899         | \$32,746,769         | \$31,526,860         |
| Retail-Value-Added         | \$22,390,838*        | \$34,938,115*        | \$11,204,800*        | \$11,135,604*        | \$64,883,152         | \$43,235,466         |
| Internet                   | \$0                  | \$0                  | \$0                  | \$0                  | \$155,405            | \$262,296            |
| Audio, Visual              | \$0                  | \$0                  | \$0                  | \$0                  | \$0                  | \$0                  |
| Other                      | <u>\$4,397,683</u>   | <u>\$5,059,097</u>   | <u>\$5,980,656</u>   | <u>\$7,322,203</u>   | <u>\$5,336,176</u>   | <u>\$6,699,919</u>   |
| <b>TOTAL</b>               | <b>\$123,877,458</b> | <b>\$150,426,310</b> | <b>\$145,486,899</b> | <b>\$170,213,761</b> | <b>\$224,582,757</b> | <b>\$236,676,917</b> |
| Sports & Sporting Events   | \$19,784,813         | \$25,751,503         | \$26,620,636         | \$23,401,714         | \$11,026,204         | \$17,866,620         |

\* One company reported no expenditures for this category because its accounting records were not maintained to allow calculation of these expenditures. Instead, these expenditures were reported to the Commission in the Point-of-Sale or Promotional Allowances categories.

TABLE 3F

**SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL  
EXPENDITURES BY CATEGORY FOR 2002–2005**

|  | 2002                 | 2003                 | 2004                 | 2005                 |
|--|----------------------|----------------------|----------------------|----------------------|
| Newspapers                                       | \$722,000            | \$262,000            | \$285,000            | \$453,000            |
| Magazines  | \$23,142,000         | \$22,838,000         | \$25,002,000         | \$20,996,000         |
| Outdoor  | \$117,000            | \$101,000            | \$184,000            | \$207,000            |
| Transit  | \$0                  | \$0                  | \$0                  | \$0                  |
| Point-of-Sale                                    | \$16,894,000         | \$20,874,000         | \$23,120,000         | \$20,748,000         |
| Direct Mail                                      | \$7,073,000          | \$5,982,000          | \$5,670,000          | \$8,237,000          |
| Price Discounts                                  | \$99,000,000         | \$106,531,000        | \$86,977,000         | \$99,699,000         |
| Promotional Allowances – Retailers               | \$3,245,000          | \$5,103,000          | \$4,285,000          | \$3,406,000          |
| Promotional Allowances – Wholesalers             | \$16,755,000         | \$12,632,000         | \$11,222,000         | \$12,550,000         |
| Promotional Allowances – Other                   | \$41,000             | \$29,000             | \$9,000              | \$29,000             |
| Sampling   | \$25,754,000         | \$22,483,000         | \$25,156,000         | \$28,180,000         |
| Specialty-Item Distribution – Branded            | \$419,000            | \$45,000             | \$22,000             | \$119,000            |
| Specialty-Item Distribution – Non-Branded        | \$0                  | \$0                  | \$0                  | \$36,000             |
| Public Entertainment – Adult-Only                | \$0                  | \$0                  | \$7,000              | \$73,000             |
| Public Entertainment – General-Audience          | \$1,453,000          | \$1,640,000          | \$1,349,000          | \$215,000            |
| Sponsorships                                     | \$8,864,000          | \$8,170,000          | \$9,018,000          | \$4,192,000          |
| Endorsements & Testimonials                      | \$130,000            | \$355,000            | \$355,000            | \$355,000            |
| Coupons  | \$12,156,000         | \$11,524,000         | \$10,686,000         | \$28,622,000         |
| Retail-Value-Added – Bonus Smokeless Tobacco     | \$13,686,000         | \$16,004,000         | \$14,950,000         | \$9,310,000          |
| Retail-Value-Added – Non-Smokeless Tobacco Bonus | \$466,000            | \$556,000            | \$2,650,000          | \$4,430,000          |
| Company Websites                                 | \$18,000             | \$15,000             | \$877,000            | \$272,000            |
| Internet – Other                                 | \$54,000             | \$25,000             | \$16,000             | \$413,000            |
| Telephone  | \$169,000            | \$374,000            | \$231,000            | \$120,000            |
| Audio-Visual                                     | \$7,000              | \$139,000            | \$7,000              | \$119,000            |
| Other  | <u>\$4,480,000</u>   | <u>\$6,832,000</u>   | <u>\$9,006,000</u>   | <u>\$8,011,000</u>   |
| <b>TOTAL</b>                                     | <b>\$234,645,000</b> | <b>\$242,514,000</b> | <b>\$231,084,000</b> | <b>\$250,792,000</b> |
| Sports & Sporting Events                         | \$21,063,000         | \$16,942,000         | \$20,649,000         | \$15,749,000         |

TABLE 3G

**SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL  
EXPENDITURES BY CATEGORY FOR 2006–2009\***

|  | 2006                 | 2007                 | 2008                 | 2009                 |
|--|----------------------|----------------------|----------------------|----------------------|
| Newspapers                                       | N/A                  | N/A                  | N/A                  | N/A                  |
| Magazines  | \$16,591,000         | \$13,913,000         | \$17,122,000         | \$7,866,000          |
| Outdoor  | \$166,000            | \$334,000            | \$219,000            | \$980,000            |
| Transit  | \$0                  | \$0                  | \$0                  | \$0                  |
| Point-of-Sale                                    | \$20,824,000         | \$29,318,000         | \$55,295,000         | \$55,123,000         |
| Direct Mail                                      | \$9,574,000          | \$12,205,000         | \$7,579,000          | \$9,607,000          |
| Price Discounts                                  | \$203,692,000        | \$249,510,000        | \$324,647,000        | \$160,256,000        |
| Promotional Allowances – Retailers               | \$3,731,000          | \$5,349,000          | \$6,416,000          | \$24,106,000         |
| Promotional Allowances – Wholesalers             | \$9,047,000          | \$12,383,000         | \$18,578,000         | \$40,548,000         |
| Promotional Allowances – Other                   | N/A                  | N/A                  | N/A                  | N/A                  |
| Sampling   | \$41,979,000         | \$35,113,000         | \$29,936,000         | \$40,687,000         |
| Specialty-Item Distribution – Branded            | N/A                  | N/A                  | \$509,000            | N/A                  |
| Specialty-Item Distribution – Non-Branded        | \$34,000             | N/A                  | \$3,079,000          | \$13,505,000         |
| Public Entertainment – Adult-Only                | \$0                  | N/A                  | \$14,300,000         | \$22,263,000         |
| Public Entertainment – General-Audience          | \$144,000            | N/A                  | N/A                  | N/A                  |
| Sponsorships                                     | N/A                  | \$10,462,000         | \$9,319,000          | \$10,505,000         |
| Endorsements & Testimonials                      | N/A                  | N/A                  | N/A                  | N/A                  |
| Coupons  | \$16,133,000         | \$15,452,000         | \$29,474,000         | \$31,222,000         |
| Retail-Value-Added – Bonus Smokeless Tobacco     | \$12,047,000         | \$8,497,000          | \$10,464,000         | \$28,734,000         |
| Retail-Value-Added – Non-Smokeless Tobacco Bonus | \$1,406,000          | \$626,000            | \$4,514,000          | \$2,504,000          |
| Company Websites                                 | \$891,000            | \$3,110,000          | \$2,085,000          | \$6,121,000          |
| Internet – Other                                 | \$944,000            | \$2,050,000          | \$2,538,000          | \$2,290,000          |
| Telephone  | N/A                  | N/A                  | \$0                  | \$0                  |
| Audio-Visual                                     | N/A                  | N/A                  | \$0                  | \$0                  |
| Social Media                                     | —                    | —                    | —                    | \$0                  |
| Other  | <u>\$16,920,000</u>  | <u>\$12,917,000</u>  | <u>\$11,803,000</u>  | <u>\$36,752,000</u>  |
| <b>TOTAL</b>                                     | <b>\$354,123,000</b> | <b>\$411,239,000</b> | <b>\$547,873,000</b> | <b>\$493,071,000</b> |
| Sports & Sporting Events                         | \$16,912,000         | \$17,903,000         | \$14,648,000         | \$15,191,000         |

\* Expenditures denoted “N/A” are included in the “Other” category to avoid potential disclosure of individual company data.

**TABLE 3H  
SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL  
EXPENDITURES BY CATEGORY FOR 2010–2013\***

|  | 2010                 | 2011                 | 2012                 | 2013                 |
|--|----------------------|----------------------|----------------------|----------------------|
| Newspapers                                       | N/A                  | N/A                  | \$229,000            | \$1,000,000          |
| Magazines  | \$11,110,000         | \$4,858,000          | \$11,533,000         | \$7,748,000          |
| Outdoor  | \$386,000            | \$545,000            | \$624,000            | \$590,000            |
| Transit  | \$0                  | \$0                  | \$0                  | \$0                  |
| Point-of-Sale                                    | \$45,548,000         | \$32,313,000         | \$31,711,000         | \$32,272,000         |
| Direct Mail                                      | \$8,892,000          | \$7,536,000          | \$8,596,000          | \$9,114,000          |
| Price Discounts                                  | \$94,994,000         | \$168,832,000        | \$212,058,000        | \$282,678,000        |
| Promotional Allowances – Retailers               | \$41,488,000         | \$33,229,000         | \$22,334,000         | \$29,852,000         |
| Promotional Allowances – Wholesalers             | \$51,252,000         | \$50,469,000         | \$41,493,000         | \$44,330,000         |
| Promotional Allowances – Other                   | \$55,000             | \$675,000            | \$69,000             | \$51,000             |
| Sampling   | \$21,288,000         | \$7,610,000          | \$9,553,000          | \$6,369,000          |
| Specialty-Item Distribution – Branded            | N/A                  | N/A                  | \$0                  | \$0                  |
| Specialty-Item Distribution – Non-Branded        | \$6,062,000          | \$25,796,000         | \$7,746,000          | \$11,981,000         |
| Public Entertainment – Adult-Only                | \$32,432,000         | \$38,242,000         | \$21,959,000         | \$13,447,000         |
| Public Entertainment – General-Audience          | N/A                  | \$0                  | \$0                  | \$0                  |
| Sponsorships                                     | N/A                  | \$0                  | \$0                  | \$0                  |
| Endorsements & Testimonials                      | \$0                  | \$0                  | \$0                  | \$0                  |
| Coupons  | \$34,491,000         | \$37,547,000         | \$36,969,000         | \$32,192,000         |
| Retail-Value-Added – Bonus Smokeless Tobacco     | \$44,144,000         | \$8,614,000          | \$7,645,000          | \$5,920,000          |
| Retail-Value-Added – Non-Smokeless Tobacco Bonus | \$4,116,000          | \$0                  | \$0                  | \$0                  |
| Company Websites                                 | \$8,524,000          | \$3,247,000          | \$3,320,000          | \$5,964,000          |
| Internet – Other                                 | \$1,344,000          | \$2,415,000          | \$669,000            | \$1,761,000          |
| Telephone  | \$0                  | \$0                  | \$0                  | \$0                  |
| Audio-Visual                                     | \$0                  | \$0                  | \$0                  | \$0                  |
| Social Media                                     | \$0                  | \$0                  | N/A                  | N/A                  |
| Other  | <u>\$38,367,000</u>  | <u>\$30,058,000</u>  | <u>\$19,420,000</u>  | <u>\$17,892,000</u>  |
| <b>TOTAL</b>                                     | <b>\$444,494,000</b> | <b>\$451,985,000</b> | <b>\$435,927,000</b> | <b>\$503,161,000</b> |
| Sports & Sporting Events                         | \$9,030,000          | \$3,443,000          | \$1,829,000          | \$2,077,000          |

\* Expenditures denoted “N/A” are included in the “Other” category to avoid potential disclosure of individual company data.

**TABLE 3I  
SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL  
EXPENDITURES BY CATEGORY FOR 2014-2017\***

|  | <b>2014</b>          | <b>2015</b>          | <b>2016</b>          | <b>2017</b>          |
|--|----------------------|----------------------|----------------------|----------------------|
| Newspapers                                       | N/A                  | N/A                  | N/A                  | N/A                  |
| Magazines  | \$18,884,000         | \$23,116,000         | \$20,601,000         | \$19,543,000         |
| Outdoor  | \$1,102,000          | \$641,000            | \$497,000            | \$145,000            |
| Point-of-Sale                                    | \$32,963,000         | \$33,363,000         | \$24,777,000         | \$24,321,000         |
| Direct Mail                                      | \$6,656,000          | \$7,259,000          | \$11,272,000         | \$6,557,000          |
| Price Discounts – Retailers                      | \$257,338,000        | \$349,964,000        | \$382,336,000        | \$347,104,000        |
| Price Discounts – Wholesalers                    | \$99,825,000         | \$78,872,000         | \$85,473,000         | \$91,416,000         |
| Promotional Allowances – Retailers               | \$33,840,000         | \$26,272,000         | \$28,687,000         | \$31,387,000         |
| Promotional Allowances – Wholesalers             | \$44,061,000         | \$46,486,000         | \$47,469,000         | \$46,512,000         |
| Promotional Allowances – Other                   | \$27,000             | \$16,000             | \$6,000              | \$17,000             |
| Sampling   | \$8,030,000          | \$8,228,000          | \$7,388,000          | \$615,000            |
| Specialty-Item Distribution – Branded            | \$0                  | \$0                  |                      |                      |
| Specialty-Item Distribution – Non-Branded        | \$17,848,000         | \$25,962,000         | \$32,962,000         | \$16,282,000         |
| Consumer Engagement – Retail                     |                      |                      | \$1,800,000          | N/A                  |
| Consumer Engagement – Adult-Only                 |                      |                      | \$15,657,000         | \$15,637,000         |
| Public Entertainment – Adult-Only                | \$8,481,000          | \$6,872,000          | N/A                  | N/A                  |
| Public Entertainment – General Audience          | \$0                  | \$0                  | \$0                  | \$0                  |
| Sponsorships                                     | \$0                  | \$0                  | \$0                  | \$0                  |
| Endorsements & Testimonials                      | \$0                  | \$0                  | \$0                  | \$0                  |
| Coupons  | \$40,737,000         | \$41,528,000         | \$56,245,000         | \$76,853,000         |
| Retail-Value-Added – Bonus Smokeless Tobacco     | N/A                  | N/A                  | \$6,451,000          | \$4,553,000          |
| Retail-Value-Added – Non-Smokeless Tobacco Bonus | \$0                  | \$0                  | \$168,000            | N/A                  |
| Company Websites                                 | \$6,408,000          | \$8,444,000          | \$10,440,000         | \$10,471,000         |
| Internet – Other                                 | \$259,000            | \$1,265,000          | \$931,000            | \$523,000            |
| Telephone  | \$0                  | \$0                  | \$0                  | \$0                  |
| Audio-Visual                                     | \$0                  | \$0                  | \$0                  | \$0                  |
| Social Media                                     | N/A                  | N/A                  | N/A                  | \$785,000            |
| Other  | <u>\$24,327,000</u>  | <u>\$26,628,000</u>  | <u>\$26,190,000</u>  | <u>\$25,603,000</u>  |
| <b>TOTAL</b>                                     | <b>\$600,786,000</b> | <b>\$684,938,000</b> | <b>\$759,348,000</b> | <b>\$718,323,000</b> |
| Sports & Sporting Events                         | \$1,182,000          | \$3,496,000          | \$4,646,000          | \$3,823,000          |

\* Expenditures denoted “N/A” are included in the “Other” category to avoid potential disclosure of individual company data.



**TABLE 3J**  
**SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL**  
**EXPENDITURES BY CATEGORY FOR 2018-2020\***

|  | <b>2018</b>          | <b>2019</b>          | <b>2020</b>          |
|--|----------------------|----------------------|----------------------|
| Newspapers                                       | \$0                  | \$0                  | \$0                  |
| Magazines  | \$13,621,000         | \$6,124,000          | \$7,754,000          |
| Outdoor  | \$153,000            | \$438,000            | \$186,000            |
| Point-of-Sale                                    | \$25,265,000         | \$19,316,000         | \$18,851,000         |
| Direct Mail                                      | \$5,193,000          | \$3,290,000          | \$2,719,000          |
| Price Discounts – Retailers                      | \$312,150,000        | \$285,604,000        | \$296,588,000        |
| Price Discounts – Wholesalers                    | \$101,087,000        | \$90,427,000         | \$85,323,000         |
| Promotional Allowances – Retailers               | \$33,240,000         | \$23,083,000         | \$21,895,000         |
| Promotional Allowances – Wholesalers             | \$47,120,000         | \$49,569,000         | \$43,634,000         |
| Promotional Allowances – Other                   | N/A                  | N/A                  | N/A                  |
| Sampling   | \$761,000            | \$720,000            | \$210,000            |
| Specialty-Item Distribution – Non-Branded        | \$12,682,000         | \$13,630,000         | \$15,159,000         |
| Consumer Engagement – Retail                     | \$4,025,000          | N/A                  | N/A                  |
| Consumer Engagement – Adult-Only                 | \$5,928,000          | \$5,032,000          | \$349,000            |
| Public Entertainment – Adult-Only                | N/A                  | N/A                  | \$0                  |
| Public Entertainment – General Audience          | \$0                  | \$0                  | \$0                  |
| Sponsorships                                     | \$0                  | \$0                  | \$0                  |
| Endorsements & Testimonials                      | \$0                  | \$0                  | \$0                  |
| Coupons  | \$57,080,000         | \$39,743,000         | \$41,108,000         |
| Retail-Value-Added – Bonus Smokeless Tobacco     | \$5,028,000          | N/A                  | \$347,000            |
| Retail-Value-Added – Non-Smokeless Tobacco Bonus | N/A                  | N/A                  | \$0                  |
| Company Websites                                 | \$7,970,000          | \$4,990,000          | \$3,456,000          |
| Internet – Other                                 | \$778,000            | \$1,698,000          | \$4,585,000          |
| Telephone  | \$0                  | \$0                  | \$0                  |
| Audio-Visual                                     | \$0                  | \$0                  | \$0                  |
| Social Media                                     | \$609,000            | \$316,000            | \$256,000            |
| Other  | <u>\$25,834,000</u>  | <u>\$32,074,000</u>  | <u>\$24,840,000</u>  |
| <b>TOTAL</b>                                     | <b>\$658,526,000</b> | <b>\$576,054,000</b> | <b>\$567,262,000</b> |
| Sports & Sporting Events                         | \$2,015,000          | \$943,000            | \$377,000            |

\* Expenditures denoted “N/A” are included in the “Other” category to avoid potential disclosure of individual company data.

**TABLE 4A-1**  
**SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES**  
**BY TOBACCO TYPE FOR 1986–2015**  
**LOOSE-LEAF CHEWING TOBACCO**

|      | Pounds Sold | Dollar Sales  | Advertising and Promotional Expenditures |
|------|-------------|---------------|--|
| 1986 | 65,697,634  | \$255,668,419 | \$32,249,750                             |
| 1987 | 64,634,524  | \$267,766,776 | \$28,403,536                             |
| 1988 | 60,648,126  | \$264,298,268 | \$26,198,078                             |
| 1989 | 61,869,625  | \$281,701,402 | \$34,057,050                             |
| 1990 | 60,896,991  | \$295,462,446 | \$35,194,561                             |
| 1991 | 62,177,203  | \$321,458,416 | \$38,190,095                             |
| 1992 | 58,850,933  | \$320,085,975 | \$42,820,544                             |
| 1993 | 55,912,562  | \$319,672,867 | \$46,032,905                             |
| 1994 | 54,242,322  | \$316,888,405 | \$44,807,716                             |
| 1995 | 54,605,149  | \$323,156,639 | \$43,842,237                             |
| 1996 | 54,204,655  | \$325,533,391 | \$36,387,774                             |
| 1997 | 51,831,834  | \$330,903,053 | \$45,573,616                             |
| 1998 | 46,887,918  | \$317,087,609 | \$26,780,236                             |
| 1999 | 44,531,612  | \$278,670,311 | \$21,219,600                             |
| 2000 | 44,077,019  | \$275,356,571 | \$15,592,978                             |
| 2001 | 42,396,301  | \$278,982,298 | \$16,659,755                             |
| 2002 | 40,703,148  | \$288,895,090 | \$17,211,000                             |
| 2003 | 39,105,547  | \$294,705,352 | \$17,476,000                             |
| 2004 | 39,183,779  | \$310,329,793 | \$18,218,000                             |
| 2005 | 36,410,287  | \$307,026,071 | \$16,746,000                             |
| 2006 | 34,692,990  | \$310,525,106 | \$18,910,000                             |
| 2007 | 32,600,747  | \$310,662,579 | \$21,009,000                             |
| 2008 | 30,128,176  | \$298,082,506 | \$24,024,000                             |
| 2009 | 26,951,575  | \$298,444,031 | \$22,529,000                             |
| 2010 | 24,700,060  | \$285,192,598 | \$21,425,000                             |
| 2011 | 22,938,455  | \$278,921,115 | \$15,387,000                             |
| 2012 | 21,545,211  | \$270,922,520 | \$13,115,000                             |
| 2013 | 20,570,760  | \$271,491,004 | \$11,758,000                             |
| 2014 | 19,273,865  | \$265,783,828 | \$11,315,000                             |
| 2015 | 18,081,707  | \$261,476,302 | \$10,509,000                             |

**TABLE 4A-2**  
**SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES**  
**BY TOBACCO TYPE FOR 2016–2020**  
**LOOSE-LEAF CHEWING TOBACCO**

|      | Pounds Sold | Dollar Sales  | Advertising and<br>Promotional Expenditures |
|------|-------------|---------------|---|
| 2016 | 17,069,432  | \$253,905,080 | \$10,216,000                                |
| 2017 | 16,165,560  | \$244,957,513 | \$9,040,000                                 |
| 2018 | 15,293,967  | \$235,779,995 | \$7,388,000                                 |
| 2019 | 14,718,674  | \$230,813,895 | \$5,722,000                                 |
| 2020 | 14,718,790  | \$229,025,002 | \$5,275,000                                 |

**TABLE 4B-1**  
**SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES**  
**BY TOBACCO TYPE FOR 1986–2015**

**PLUG/TWIST CHEWING TOBACCO**

|      | Pounds Sold | Dollar Sales | Advertising and<br>Promotional Expenditures |
|------|-------------|--------------|---|
| 1986 | 8,835,200   | \$44,870,900 | \$896,821                                   |
| 1987 | 8,351,803   | \$44,267,561 | \$559,597                                   |
| 1988 | 7,282,206   | \$40,429,972 | \$868,954                                   |
| 1989 | 6,308,415   | \$35,132,105 | \$1,787,775                                 |
| 1990 | 6,557,216   | \$41,316,133 | \$1,655,886                                 |
| 1991 | 5,913,172   | \$42,379,173 | \$1,326,216                                 |
| 1992 | 5,389,336   | \$42,625,799 | \$1,722,361                                 |
| 1993 | 4,778,107   | \$40,702,849 | \$1,367,877                                 |
| 1994 | 4,410,333   | \$39,102,541 | \$936,993                                   |
| 1995 | 4,156,158   | \$37,996,428 | \$1,032,856                                 |
| 1996 | 3,096,708   | \$29,469,575 | \$653,511                                   |
| 1997 | 2,800,859   | \$27,434,794 | \$682,887                                   |
| 1998 | 3,180,093   | \$33,610,369 | \$1,216,474                                 |
| 1999 | 2,824,198   | \$30,733,775 | \$1,583,271                                 |
| 2000 | 2,718,653   | \$26,905,139 | \$1,164,235                                 |
| 2001 | 2,543,800   | \$26,775,821 | \$1,284,627                                 |
| 2002 | 2,191,910   | \$28,178,852 | \$1,159,000                                 |
| 2003 | 2,023,068   | \$27,044,811 | \$179,000                                   |
| 2004 | 1,876,461   | \$27,059,654 | \$121,000                                   |
| 2005 | 1,712,921   | \$25,970,711 | \$72,000                                    |
| 2006 | 1,488,380   | \$24,830,985 | \$4,000                                     |
| 2007 | 1,371,114   | \$24,352,589 | \$8,000                                     |
| 2008 | 1,322,324   | \$24,122,598 | \$2,000                                     |
| 2009 | 1,037,946   | \$22,435,650 | \$516,000                                   |
| 2010 | 912,443     | \$20,978,572 | \$501,000                                   |
| 2011 | 821,222     | \$20,082,358 | \$474,000                                   |
| 2012 | 725,112     | \$18,846,534 | \$292,000                                   |
| 2013 | 659,542     | \$18,434,750 | \$234,000                                   |
| 2014 | 579,205     | \$17,476,141 | \$219,000                                   |
| 2015 | 512,930     | \$16,633,660 | \$195,000                                   |

**TABLE 4B-2**  
**SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES**  
**BY TOBACCO TYPE FOR 2016–2020**

**PLUG/TWIST CHEWING TOBACCO**

|      | Pounds Sold | Dollar Sales | Advertising and<br>Promotional Expenditures |
|------|-------------|--------------|---|
| 2016 | 470,319     | \$16,159,907 | \$190,000                                   |
| 2017 | 426,424     | \$15,622,855 | \$183,000                                   |
| 2018 | 374,686     | \$14,851,887 | \$292,000                                   |
| 2019 | 296,759     | \$13,595,900 | \$181,000                                   |
| 2020 | 344,279     | \$15,543,091 | \$183,000                                   |

**4C-1**  
**SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES**  
**BY TOBACCO TYPE FOR 1986–2015**

**SCOTCH/DRY SNUFF**

|      | Pounds Sold | Dollar Sales | Advertising and<br>Promotional Expenditures |
|------|-------------|--------------|---|
| 1986 | 8,110,168   | \$58,951,001 | \$181,977                                   |
| 1987 | 7,255,296   | \$56,709,742 | \$263,482                                   |
| 1988 | 7,069,754   | \$57,221,662 | \$501,543                                   |
| 1989 | 7,244,911   | \$62,155,826 | \$654,591                                   |
| 1990 | 6,185,410   | \$56,601,390 | \$472,404                                   |
| 1991 | 5,833,210   | \$56,881,288 | \$517,145                                   |
| 1992 | 5,623,404   | \$57,657,911 | \$354,774                                   |
| 1993 | 4,996,957   | \$54,302,829 | \$313,659                                   |
| 1994 | 4,814,130   | \$55,574,320 | \$272,038                                   |
| 1995 | 4,490,094   | \$53,885,040 | \$486,280                                   |
| 1996 | 4,218,705   | \$53,858,106 | \$437,339                                   |
| 1997 | 4,063,630   | \$54,725,929 | \$522,260                                   |
| 1998 | 3,781,891   | \$53,292,750 | \$155,484                                   |
| 1999 | 3,572,339   | \$53,229,345 | \$61,516                                    |
| 2000 | 3,463,705   | \$54,205,273 | \$54,878                                    |
| 2001 | 3,364,601   | \$56,339,020 | \$68,552                                    |
| 2002 | 3,077,100   | \$56,344,777 | \$79,000                                    |
| 2003 | 2,853,516   | \$56,087,685 | \$69,000                                    |
| 2004 | 2,656,336   | \$54,672,024 | \$125,000                                   |
| 2005 | 2,402,904   | \$52,986,545 | \$103,000                                   |
| 2006 | 2,170,341   | \$51,895,254 | \$191,000                                   |
| 2007 | 2,003,974   | \$50,423,814 | \$174,000                                   |
| 2008 | 4,280,152   | \$48,712,026 | \$179,000                                   |
| 2009 | 1,635,448   | \$48,481,932 | \$977,000                                   |
| 2010 | 1,498,125   | \$47,588,846 | \$1,000,000                                 |
| 2011 | 1,367,000   | \$46,480,123 | \$954,000                                   |
| 2012 | 1,222,041   | \$43,624,856 | \$610,000                                   |
| 2013 | 1,137,567   | \$43,807,928 | \$485,000                                   |
| 2014 | 1,045,169   | \$43,349,669 | \$492,000                                   |
| 2015 | 949,469     | \$42,353,993 | \$216,000                                   |

**4C-2**  
**SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES**  
**BY TOBACCO TYPE FOR 2016-2020**

**SCOTCH/DRY SNUFF**

|      | Pounds Sold | Dollar Sales | Advertising and<br>Promotional Expenditures |
|------|-------------|--------------|---|
| 2016 | 868,874     | \$42,165,065 | \$249,000                                   |
| 2017 | 784,647     | \$42,223,383 | \$466,000                                   |
| 2018 | 710,026     | \$41,533,878 | \$442,000                                   |
| 2019 | 775,274     | \$50,630,121 | \$502,000                                   |
| 2020 | 598,580     | \$45,177,064 | \$526,000                                   |

**TABLE 4D-1  
SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES  
BY TOBACCO TYPE FOR 1986–2015**

**MOIST SNUFF**

|      | Pounds Sold | Dollar Sales    | Advertising and Promotional Expenditures |
|------|-------------|-----------------|--|
| 1986 | 36,135,332  | \$438,287,565   | \$43,348,158                             |
| 1987 | 36,298,658  | \$483,973,268   | \$38,550,429                             |
| 1988 | 39,433,696  | \$539,704,480   | \$40,655,096                             |
| 1989 | 41,017,414  | \$602,647,971   | \$44,701,195                             |
| 1990 | 43,775,709  | \$697,790,232   | \$52,778,476                             |
| 1991 | 46,187,101  | \$817,242,793   | \$63,970,584                             |
| 1992 | 48,509,020  | \$940,991,044   | \$70,449,029                             |
| 1993 | 50,201,159  | \$1,060,781,973 | \$71,516,385                             |
| 1994 | 52,028,416  | \$1,200,533,723 | \$79,955,661                             |
| 1995 | 53,136,063  | \$1,320,802,382 | \$81,961,909                             |
| 1996 | 54,884,154  | \$1,381,544,888 | \$86,398,835                             |
| 1997 | 55,278,825  | \$1,404,444,279 | \$103,647,547                            |
| 1998 | 56,186,478  | \$1,482,337,489 | \$117,334,705                            |
| 1999 | 58,472,906  | \$1,578,102,586 | \$147,349,374                            |
| 2000 | 61,481,958  | \$1,632,408,551 | \$207,770,666                            |
| 2001 | 63,888,848  | \$1,765,423,249 | \$218,663,983                            |
| 2002 | 66,176,208  | \$1,988,748,212 | \$209,278,000                            |
| 2003 | 68,942,374  | \$2,111,664,009 | \$211,070,000                            |
| 2004 | 73,052,096  | \$2,225,327,215 | \$194,396,000                            |
| 2005 | 75,670,894  | \$2,225,309,220 | \$210,430,000                            |
| 2006 | 77,437,057  | \$2,206,085,179 | \$308,456,000                            |
| 2007 | 82,236,628  | \$2,306,606,093 | \$350,621,000                            |
| 2008 | 84,014,810  | \$2,377,001,759 | \$287,315,000                            |
| 2009 | 87,582,722  | \$2,192,418,669 | \$313,711,000                            |
| 2010 | 92,591,210  | \$2,344,536,640 | \$257,872,000                            |
| 2011 | 96,555,072  | \$2,513,178,807 | \$305,791,000                            |
| 2012 | 100,711,669 | \$2,644,719,348 | \$345,420,000                            |
| 2013 | 104,483,081 | \$2,844,764,226 | \$410,895,000                            |
| 2014 | 105,681,317 | \$2,996,051,491 | \$497,143,000                            |
| 2015 | 108,443,334 | \$3,252,841,636 | \$605,886,000                            |



**TABLE 4D-2  
SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES  
BY TOBACCO TYPE FOR 2016–2020**

**MOIST SNUFF**

|      | Pounds Sold | Dollar Sales    | Advertising and<br>Promotional Expenditures |
|------|-------------|-----------------|---|
| 2016 | 111,504,328 | \$3,545,006,638 | \$678,662,000                               |
| 2017 | 111,922,862 | \$3,760,123,055 | \$662,471,000                               |
| 2018 | 110,314,593 | \$3,919,724,350 | \$615,674,000                               |
| 2019 | 108,459,069 | \$4,067,123,585 | \$539,160,000                               |
| 2020 | 109,462,140 | \$4,353,435,257 | \$533,056,000                               |

**TABLE 4E**  
**SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES**  
**BY TOBACCO TYPE FOR 2008–2020**

**SNUS**

|      | Pounds Sold | Dollar Sales  | Advertising and Promotional Expenditures |
|------|-------------|---------------|--|
| 2008 | 170,527     | \$9,148,659   | \$58,763,000                             |
| 2009 | 482,909     | \$49,807,528  | \$106,415,000                            |
| 2010 | 818,913     | \$81,786,519  | \$57,394,000                             |
| 2011 | 1,052,675   | \$77,999,446  | \$13,703,000                             |
| 2012 | 1,291,182   | \$99,104,325  | \$55,593,000                             |
| 2013 | 1,192,881   | \$84,594,698  | \$51,163,000                             |
| 2014 | 1,230,967   | \$93,040,562  | \$47,392,000                             |
| 2015 | 1,375,678   | \$106,883,288 | \$40,812,000                             |
| 2016 | 1,520,576   | \$124,657,085 | \$39,530,000                             |
| 2017 | 1,611,087   | \$140,072,884 | \$33,008,000                             |
| 2018 | 1,712,052   | \$155,110,378 | \$24,759,000                             |
| 2019 | 1,731,258   | \$169,450,822 | \$17,378,000                             |
| 2020 | 1,704,471   | \$179,092,938 | \$15,459,000                             |

**TABLE 4F**  
**SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES**  
**BY TOBACCO TYPE FOR 2011–2020**

**DISSOLVABLE**

|      | Pounds Sold | Dollar Sales | Advertising and<br>Promotional Expenditures |
|------|-------------|--------------|---|
| 2011 | 1,439       | \$190,489    | \$0   |
| 2012 | 1,427       | \$185,665    | \$0   |
| 2013 | 89          | \$12,741     | \$0   |
| 2014 | N/A         | N/A          | N/A   |
| 2015 | N/A         | N/A          | N/A   |
| 2016 | N/A         | N/A          | \$0   |
| 2017 | 0           | \$0          | \$0   |
| 2018 | 0           | N/A          | N/A   |
| 2019 | 0           | N/A          | \$0   |
| 2020 | 0           | \$0          | \$0   |

**TABLE 5A**  
**NUMBER OF UNITS SOLD – BY PACKAGE SIZE**  
**FOR 2002–2020**

**LOOSE-LEAF CHEWING TOBACCO**

|             | Less than<br>1 oz. | 1 oz. to less<br>than 2 oz. | 2 oz. to less<br>than 5 oz. | 5 oz. to less<br>than 10 oz. | 10 oz. to less<br>than 15 oz. | 15 oz. or more |
|-------------|--------------------|-----------------------------|-----------------------------|------------------------------|-------------------------------|----------------|
| <b>2002</b> | 0                  | 699,115                     | 203,476,178                 | 5,426,568                    | 0                             | 2,800          |
| <b>2003</b> | 0                  | 658,495                     | 191,761,704                 | 6,750,937                    | 0                             | 286,274        |
| <b>2004</b> | 0                  | 542,335                     | 180,401,587                 | 7,586,542                    | 0                             | 2,002,084      |
| <b>2005</b> | 0                  | 448,644                     | 165,667,992                 | 6,859,556                    | 0                             | 2,157,700      |
| <b>2006</b> | 0                  | 376,297                     | 156,832,421                 | 6,163,226                    | 684                           | 2,507,750      |
| <b>2007</b> | 365,706            | 317,120                     | 150,399,964                 | 5,039,908                    | 164                           | 2,615,539      |
| <b>2008</b> | 265,853            | 259,488                     | 134,883,519                 | 4,896,761                    | (1,440)                       | 2,783,493      |
| <b>2009</b> | 0                  | 237,408                     | 119,369,974                 | 3,967,490                    | 0                             | 2,884,625      |
| <b>2010</b> | 0                  | 229,811                     | 105,990,232                 | 4,161,772                    | 0                             | 3,073,317      |
| <b>2011</b> | 0                  | 206,628                     | 96,674,759                  | 4,073,250                    | 0                             | 3,125,682      |
| <b>2012</b> | 0                  | 171,483                     | 88,422,555                  | 3,868,324                    | 0                             | 3,383,938      |
| <b>2013</b> | 0                  | 160,992                     | 84,014,098                  | 3,612,208                    | 0                             | 3,284,546      |
| <b>2014</b> | 0                  | 147,600                     | 77,905,391                  | 3,382,547                    | 0                             | 3,304,393      |
| <b>2015</b> | 360                | 131,436                     | 72,272,672                  | 3,029,598                    | 0                             | 3,275,510      |
| <b>2016</b> | 0                  | 118,368                     | 75,525,669                  | 2,759,408                    | 0                             | 3,207,272      |
| <b>2017</b> | 0                  | 103,806                     | 69,676,377                  | 2,546,595                    | 0                             | 3,276,987      |
| <b>2018</b> | 0                  | 99,026                      | 65,569,010                  | 2,149,368                    | 0                             | 3,116,172      |
| <b>2019</b> | 0                  | 82,224                      | 64,848,027                  | 1,767,919                    | 0                             | 2,931,050      |
| <b>2020</b> | 0                  | 540,636                     | 58,672,491                  | 1,513,069                    | 0                             | 3,048,285      |

**TABLE 5B**  
**NUMBER OF UNITS SOLD – BY PACKAGE SIZE**  
**FOR 2002–2020**

**PLUG/TWIST CHEWING TOBACCO**

|             | Less than 1 oz. | 1 oz. to less than 2 oz. | 2 oz. to less than 5 oz. | 5 oz. to less than 10 oz. | 10 oz. to less than 15 oz. | 15 oz. or more |
|-------------|-----------------|--------------------------|--------------------------|---------------------------|----------------------------|----------------|
| <b>2002</b> | 0               | 9,789,738                | 8,013,482                | 0                         | 0                          | 0              |
| <b>2003</b> | 3,960           | 9,057,230                | 7,417,331                | 0                         | 0                          | 1,184          |
| <b>2004</b> | 172,596         | 8,121,211                | 6,825,354                | 0                         | 0                          | 7,591          |
| <b>2005</b> | 229,638         | 7,388,766                | 6,041,214                | 0                         | 0                          | 7,848          |
| <b>2006</b> | 219,732         | 6,382,398                | 1,275,303                | 0                         | 0                          | 1,518          |
| <b>2007</b> | 0               | 6,113,798                | 1,107,983                | 0                         | 0                          | 3,991          |
| <b>2008</b> | (2,976)         | 5,723,997                | 1,093,135                | 0                         | 0                          | 3,353          |
| <b>2009</b> | 170,808         | 4,623,964                | 3,599,939                | 0                         | 0                          | 2,001          |
| <b>2010</b> | 37,932          | 4,080,855                | 3,150,940                | 0                         | 0                          | 616            |
| <b>2011</b> | 0               | 3,652,275                | 2,847,632                | 0                         | 0                          | 0              |
| <b>2012</b> | 0               | 3,303,543                | 2,461,582                | 0                         | 0                          | 0              |
| <b>2013</b> | 0               | 3,042,595                | 2,226,817                | 0                         | 0                          | 0              |
| <b>2014</b> | 0               | 2,637,007                | 1,954,549                | 0                         | 0                          | 0              |
| <b>2015</b> | 0               | 2,482,787                | 1,609,244                | 0                         | 0                          | 0              |
| <b>2016</b> | 0               | 2,140,596                | 1,590,848                | 0                         | 0                          | 0              |
| <b>2017</b> | 0               | 1,878,031                | 1,486,017                | 0                         | 0                          | 0              |
| <b>2018</b> | 0               | 1,738,129                | 1,238,407                | 0                         | 0                          | 0              |
| <b>2019</b> | 41,176          | 1,307,674                | 1,047,137                | 0                         | 0                          | 0              |
| <b>2020</b> | 25,126          | 1,384,284                | 1,222,385                | 0                         | 0                          | 0              |

**TABLE 5C**  
**NUMBER OF UNITS SOLD – BY PACKAGE SIZE**  
**FOR 2002–2020**

**SCOTCH/DRY SNUFF**

|             | Less than 1 oz. | 1 oz. to less than 2 oz. | 2 oz. to less than 5 oz. | 5 oz. to less than 10 oz. | 10 oz. to less than 15 oz. | 15 oz. or more |
|-------------|-----------------|--------------------------|--------------------------|---------------------------|----------------------------|----------------|
| <b>2002</b> | 833,184         | 17,320,899               | 4,679,645                | 1,201,840                 | 15,735                     | 33,400         |
| <b>2003</b> | 800,640         | 16,092,214               | 4,388,662                | 1,097,114                 | 15,936                     | 34,994         |
| <b>2004</b> | 764,064         | 15,023,756               | 3,813,417                | 1,058,787                 | 15,456                     | 49,512         |
| <b>2005</b> | 734,976         | 13,637,790               | 3,303,851                | 1,042,565                 | 14,064                     | 47,134         |
| <b>2006</b> | 655,712         | 12,376,413               | 3,025,288                | 972,826                   | 13,891                     | 16,356         |
| <b>2007</b> | 1,676,174       | 10,804,273               | 2,531,367                | 697,253                   | 0                          | 23,213         |
| <b>2008</b> | 598,464         | 10,557,468               | 2,538,033                | 844,505                   | 0                          | 21,147         |
| <b>2009</b> | 535,212         | 9,470,599                | 2,254,555                | 728,551                   | (1)                        | 18,411         |
| <b>2010</b> | 245,548         | 8,927,259                | 2,116,879                | 629,343                   | 0                          | 9,955          |
| <b>2011</b> | (799)           | 8,400,578                | 1,964,342                | 559,138                   | 0                          | (16)           |
| <b>2012</b> | 0               | 7,919,271                | 1,958,110                | 247,347                   | 0                          | (4)            |
| <b>2013</b> | 0               | 7,438,306                | 1,899,643                | 152,538                   | 0                          | 0              |
| <b>2014</b> | 0               | 6,922,729                | 1,721,405                | 141,020                   | 0                          | 0              |
| <b>2015</b> | 0               | 6,355,018                | 1,548,028                | 127,868                   | 0                          | 0              |
| <b>2016</b> | 0               | 5,861,197                | 1,408,764                | 114,298                   | 0                          | 0              |
| <b>2017</b> | 0               | 5,368,265                | 1,260,834                | 97,605                    | 0                          | 0              |
| <b>2018</b> | 0               | 4,896,491                | 1,140,331                | 82,297                    | 0                          | 0              |
| <b>2019</b> | 0               | 5,281,025                | 1,278,986                | 72,172                    | 0                          | 0              |
| <b>2020</b> | 0               | 4,454,511                | 925,577                  | 27,956                    | 0                          | 0              |

**TABLE 5D**  
**NUMBER OF UNITS SOLD – BY PACKAGE SIZE**  
**FOR 2002–2020**  
**MOIST SNUFF**

|             | Less than 1 oz. | 1 oz. to less than 2 oz. | 2 oz. to less than 5 oz. | 5 oz. to less than 10 oz. | 10 oz. to less than 15 oz. | 15 oz. or more |
|-------------|-----------------|--------------------------|--------------------------|---------------------------|----------------------------|----------------|
| <b>2002</b> | 24,561,076      | 859,285,595              | 0                        | 0                         | 0                          | 0              |
| <b>2003</b> | 37,078,414      | 892,925,591              | 0                        | 0                         | 0                          | 30,984         |
| <b>2004</b> | 41,769,081      | 935,536,000              | 0                        | 0                         | 0                          | 58,830         |
| <b>2005</b> | 46,142,758      | 958,614,204              | 0                        | 0                         | 0                          | 62,706         |
| <b>2006</b> | 48,576,464      | 975,274,937              | 0                        | 0                         | 0                          | 26,753         |
| <b>2007</b> | 60,274,128      | 1,039,156,919            | 612                      | 0                         | 6,186                      | 44,416         |
| <b>2008</b> | 71,986,220      | 1,056,217,422            | 771                      | 0                         | 54,452                     | 18,772         |
| <b>2009</b> | 89,001,023      | 1,083,725,965            | 550,216                  | 0                         | 511,175                    | 12,245         |
| <b>2010</b> | 103,531,063     | 1,134,785,681            | 141,808                  | 0                         | 1,193,327                  | 3,358          |
| <b>2011</b> | 121,589,821     | 1,176,205,839            | (37,824)                 | 0                         | 1,618,546                  | 0              |
| <b>2012</b> | 140,723,199     | 1,208,434,824            | 163,636                  | 0                         | 2,544,526                  | 0              |
| <b>2013</b> | 162,500,285     | 1,228,602,023            | 154,242                  | 325,501                   | 3,505,261                  | 0              |
| <b>2014</b> | 181,561,165     | 1,224,327,539            | 107,184                  | 501,770                   | 4,077,255                  | 0              |
| <b>2015</b> | 204,008,337     | 1,239,287,768            | 9,538                    | 738,893                   | 4,443,748                  | 0              |
| <b>2016</b> | 230,557,286     | 1,258,020,977            | 226,250                  | 566,059                   | 4,792,990                  | 6,072          |
| <b>2017</b> | 240,404,414     | 1,250,319,743            | 363,999                  | 462,930                   | 5,173,936                  | 70,128         |
| <b>2018</b> | 248,503,857     | 1,219,800,593            | (58,957)                 | 342,249                   | 5,589,300                  | 75,137         |
| <b>2019</b> | 255,592,446     | 1,181,992,893            | 18,482                   | 307,458                   | 6,449,940                  | 67,656         |
| <b>2020</b> | 261,308,375     | 1,175,116,052            | 14,862                   | 637,535                   | 7,687,322                  | 64,320         |

**TABLE 5E**  
**NUMBER OF UNITS SOLD – BY PACKAGE SIZE**  
**FOR 2008–2020**

**SNUS**

|             | Less than 1 oz. | 1 oz. to less than 2 oz. | 2 oz. to less than 5 oz. | 5 oz. to less than 10 oz. | 10 oz. to less than 15 oz. | 15 oz. or more |
|-------------|-----------------|--------------------------|--------------------------|---------------------------|----------------------------|----------------|
| <b>2008</b> | 4,385,317       | 21,788                   | 0                        | 0                         | 0                          | 0              |
| <b>2009</b> | 31,838,153      | 58,252                   | 0                        | 0                         | 0                          | 0              |
| <b>2010</b> | 61,204,305      | 75,650                   | 0                        | 0                         | 0                          | 0              |
| <b>2011</b> | 45,384,110      | 79,763                   | 0                        | 0                         | 0                          | 0              |
| <b>2012</b> | 57,288,162      | 97,347                   | 0                        | 0                         | 0                          | 0              |
| <b>2013</b> | 43,916,293      | 42,956                   | 0                        | 0                         | 0                          | 0              |
| <b>2014</b> | 42,802,484      | 54,806                   | 0                        | 0                         | 0                          | 0              |
| <b>2015</b> | 46,965,737      | 49,662                   | 0                        | 0                         | 0                          | 0              |
| <b>2016</b> | 51,105,870      | 45,826                   | 0                        | 0                         | 0                          | 0              |
| <b>2017</b> | 53,835,237      | 2,323                    | 0                        | 0                         | 0                          | 0              |
| <b>2018</b> | 56,380,814      | (6,703)                  | 0                        | 0                         | 0                          | 0              |
| <b>2019</b> | 56,902,054      | (13,325)                 | 0                        | 0                         | 0                          | 0              |
| <b>2020</b> | 59,029,260      | (14,085)                 | 0                        | 0                         | 0                          | 0              |



**TABLE 5F**  
**NUMBER OF UNITS SOLD – BY PACKAGE SIZE**  
**FOR 2011–2020**

**DISSOLVABLE**

|             | Less than 1 oz. | 1 oz. to less than 2 oz. | 2 oz. to less than 5 oz. | 5 oz. to less than 10 oz. | 10 oz. to less than 15 oz. | 15 oz. or more |
|-------------|-----------------|--------------------------|--------------------------|---------------------------|----------------------------|----------------|
| <b>2011</b> | 155,964         | 0                        | 0                        | 0                         | 0                          | 0              |
| <b>2012</b> | 143,224         | 0                        | 0                        | 0                         | 0                          | 0              |
| <b>2013</b> | 10,220          | 0                        | 0                        | 0                         | 0                          | 0              |
| <b>2014</b> | N/A             | 0                        | 0                        | 0                         | 0                          | 0              |
| <b>2015</b> | N/A             | 0                        | 0                        | 0                         | 0                          | 0              |
| <b>2016</b> | N/A             | 0                        | 0                        | 0                         | 0                          | 0              |
| <b>2017</b> | 0               | 0                        | 0                        | 0                         | 0                          | 0              |
| <b>2018</b> | N/A             | 0                        | 0                        | 0                         | 0                          | 0              |
| <b>2019</b> | N/A             | 0                        | 0                        | 0                         | 0                          | 0              |
| <b>2020</b> | N/A             | 0                        | 0                        | 0                         | 0                          | 0              |

**TABLES 6A AND 6B**  
**SALES BY FLAVORING**  
**FOR 2020**

**TABLE 6A - POUNDS SOLD**

|             | Tobacco flavored | Menthol    | Fruit     | Alcohol | Other  | Total       |
|-------------|------------------|------------|-----------|---------|--------|-------------|
| <b>2020</b> | 58,776,845       | 64,374,304 | 3,566,044 | 90,963  | 20,105 | 126,828,260 |

**TABLE 6B - DOLLARS SOLD**

|             | Tobacco flavored | Menthol         | Fruit         | Alcohol   | Other     | Total           |
|-------------|------------------|-----------------|---------------|-----------|-----------|-----------------|
| <b>2020</b> | \$2,090,637,071  | \$2,611,456,068 | \$118,924,160 | \$974,018 | \$282,035 | \$4,822,273,351 |

## APPENDIX

### 2020 Advertising and Promotional Expenditure Categories

**Newspapers:** Newspaper advertising; but excluding expenditures in connection with sampling, consumer engagement, specialty item distribution, public entertainment, endorsements, sponsorships, coupons, and retail-value-added.

**Magazines:** Magazine advertising; but excluding expenditures in connection with sampling, consumer engagement, specialty item distribution, public entertainment, endorsements, sponsorships, coupons, and retail-value-added.

**Outdoor:** Billboards; signs and placards in arenas, stadiums, and shopping malls, whether they are open air or enclosed; and any other advertisements placed outdoors, regardless of their size, including those on smokeless tobacco retailer property; but excluding expenditures in connection with sampling, consumer engagement, specialty item distribution, public entertainment, endorsements, sponsorships, coupons, and retail-value-added.

**Point-of-Sale:** Point-of-sale advertisements, that is, materials displayed or distributed at a retail location; but excluding expenditures in connection with outdoor advertising, sampling, consumer engagement, specialty item distribution, public entertainment, endorsements, sponsorships, coupons, and retail-value-added.

**Direct Mail:** Direct-mail advertising; but excluding expenditures in connection with sampling, consumer engagement, specialty item distribution, public entertainment, endorsements, sponsorships, coupons, retail-value-added, and Internet advertising not on the company website.

**Price Discounts – Retail:** Price discounts paid to smokeless tobacco retailers in order to reduce the price of smokeless tobacco to consumers, including off-invoice discounts, buy-downs, voluntary price reductions, and trade programs; but excluding retail-value-added expenditures for promotions involving free smokeless tobacco and expenditures involving coupons.

**Price Discounts – Wholesale:** Price discounts paid to smokeless tobacco wholesalers in order to reduce the price of smokeless tobacco to consumers, including off-invoice discounts, buy-downs, voluntary price reductions, and trade programs; but excluding retail-value-added expenditures for promotions involving free smokeless tobacco and expenditures involving coupons.

**Promotional Allowances – Retail:** Promotional allowances paid to smokeless tobacco retailers in order to facilitate the sale or placement of any smokeless tobacco product, including payments for stocking, shelving, displaying, and merchandising brands; volume rebates; incentive payments; and the cost of smokeless tobacco product given for free to retailers for subsequent sale to consumers; but excluding expenditures in connection with newspapers, magazines, outdoor, audio-visual, direct mail, point-of-sale, and price discounts.

**Promotional Allowances – Wholesale:** Promotional allowances paid to smokeless tobacco wholesalers in order to facilitate the sale or placement of any smokeless tobacco product, including payments for volume rebates, incentive payments, value added services, promotional execution and satisfaction of reporting requirements; but excluding expenditures in connection with newspapers, magazines, outdoor, audio-visual, direct mail, point-of-sale, and price discounts.

**Promotional Allowances – Other:** Promotional allowances paid to any persons other than retailers, wholesalers, and full-time company employees who are involved in the smokeless tobacco distribution and sales process in order to facilitate the sale or placement of any smokeless tobacco product; but excluding expenditures in connection with newspapers, magazines, outdoor, audio-visual, direct mail, point-of-sale, and price discounts.

**Sampling:** Sampling of smokeless tobacco products, including the cost of the smokeless tobacco, all associated excise taxes, and the costs of organizing, promoting, and conducting sampling. Sampling includes the distribution of smokeless tobacco products for consumer testing or evaluation when consumers are able to use the smokeless tobacco outside of a facility owned or operated by the company, but not the cost of actual clinical testing or market research associated with such smokeless tobacco distributions. Sampling also includes the distribution of coupons for free smokeless tobacco, when no purchase or payment is required to obtain the coupons or the smokeless tobacco product.

**Specialty Item Distribution – Non-Branded:** All costs of distributing any items (other than smokeless tobacco products, items the sole function of which is to advertise or promote smokeless tobacco products, or written or electronic publications), whether distributed by sale, redemption of coupons, or otherwise, that do not bear the name, logo, or an image of any portion of the package of any brand or variety of smokeless tobacco product, including the cost of the items distributed but subtracting any payments received for the item. The costs associated with distributing non-smokeless tobacco items in connection with sampling or retail-value-added programs are reported in those categories, not as specialty item distribution.

**Consumer Engagement – Retail:** All costs of consumer engagement at smokeless tobacco-product retail locations open to underage individuals, including any third-party agency fees, but excluding the cost of coupons distributed in the course of consumer engagement activities.

**Consumer Engagement – Adult-Only:** All costs of consumer engagement of smokers in adult-only facilities, including any third-party agency fees, but excluding the cost of coupons distributed in the course of consumer engagement activities.

**Public Entertainment – Adult-Only:** Public entertainment events bearing or otherwise displaying the name or logo or an image of any portion of the package of any of the company's smokeless tobacco products or otherwise referring or relating to smokeless tobacco, which take place in an adult-only facility, including all expenditures made by the company in promoting or sponsoring such events; but excluding expenditures in connection with adult-only consumer engagement. Such events must include entertainment, as opposed to simply consumer engagement.

**Public Entertainment – General-Audience:** Public entertainment events bearing or otherwise displaying the name or logo or an image of any portion of the package of any of a company's smokeless tobacco products or otherwise referring or relating to smokeless tobacco, which do not take place in an adult-only facility, including all expenditures made by the company in promoting or sponsoring such events. Such events must include entertainment, as opposed to simply consumer engagement.

**Sponsorships:** Sponsorships of sports teams or individual athletes, but excluding endorsements.

**Endorsements & Testimonials:** Endorsements, testimonials, and product placement.

**Coupons:** All costs associated with coupons for the reduction of the retail cost of smokeless tobacco products, regardless of how they are distributed or redeemed, including all costs associated with advertising or promotion, design, printing, distribution, and redemption. However, when coupons are

distributed for free smokeless tobacco and no purchase or payment is required to obtain the coupons or the smokeless tobacco, these activities are considered to be sampling and not couponing.

**Retail-value-added – Bonus Smokeless Tobacco:** Retail-value-added expenditures for promotions involving free smokeless tobacco products (*e.g.*, buy two, get one free), whether or not the free smokeless tobacco products are physically bundled together with the purchased smokeless tobacco products, including all expenditures and costs associated with the value added to the purchase of smokeless tobacco products (*e.g.*, excise taxes paid for the free smokeless tobacco product).

**Retail-value-added – Non-Smokeless Tobacco Bonus:** Retail-value-added expenditures for promotions involving free or discounted non-smokeless tobacco product (*e.g.*, buy two packs, get a free key chain or buy two, save 20 cents per gallon of gasoline), including all expenditures and costs associated with the value added to the purchase of smokeless tobacco products.

**Company Website:** All expenditures associated with advertising on any company Internet website that can be accessed by computers located in the United States.

**Internet – Other:** Internet advertising other than on the company’s own Internet website, including on the World Wide Web, on commercial on-line services, and through electronic mail messages; but excluding social-media marketing.

**Telephone:** Telephone advertising, including costs associated with the placement of telemarketing calls or the operation of incoming telephone lines that allow consumers to participate in any promotion or hear pre-recorded product messages; but excluding costs associated with having customer-service representatives available for responding to consumer complaints or questions.

**Social Media Marketing:** All expenditures for social media marketing on websites or other online services or communities, including but not limited to social networking sites, microblogging sites, content-sharing sites, and blogs.

**Audio-visual:** Audio-visual or video advertising on any medium of electronic communication not subject to the Federal Communications Commission’s jurisdiction, including screens at motion picture theaters, video cassettes or DVDs, and monitors in stores; but excluding expenditures in connection with Internet advertising.

**Other:** Advertising and promotional expenditures not covered by another category. To the extent that third-party agency fees relating to smokeless tobacco advertising, merchandising, or promotion cannot be divided based on the materials to which they relate, they should be reported in this category.

**Sports and Sporting Events:** All advertising and promotional expenditures connected with or related to sports or sporting events, including, but not limited to: (i) the sponsoring, advertising, or promotion of sports or sporting events; support of an individual, group, or sports team; and purchase of or support for sports equipment, uniforms, sports facilities, or training facilities; (ii) all expenditures for advertising in the name of the company or any of its smokeless tobacco product brands in a sports facility, on a scoreboard or in conjunction with the reporting of sports results; (iii) all expenditures connected with functional promotional items (*e.g.*, hats or posters) provided at or in connection with a sporting event; and (iv) all expenditures associated with smokeless tobacco product sampling or consumer engagement in connection with a sporting event, including sampling or consumer engagement in an adult-only facility in the grounds or parking lot of a sports facility. “Sports and sporting events” includes, but is not limited to, football, basketball, baseball, hockey, tennis, wrestling, karate, judo, weight lifting, volleyball, skiing, skating, sailing, boating, equestrian, rodeo, automobile, race car, funny car, motorcycle, bicycle, truck,

monster truck, tractor-pull, fishing, and hunting events, competitions, tournaments, and races. This category is duplicative of expenditures for other categories.