



SECTOR: TOBACCO

Corporate & brand communications quarterly report

The global tobacco market was estimated to be worth **more than \$800 billion** in 2019, with cigarettes accounting for more than \$700 billion of this sum.

Five companies account for more than \$100m of this amount: **Altria, BAT, Imperial Brands, JTI** and **Philip Morris International**. In a complex and highly regulated market, Sustainability Monitor tracks not just the brand owners but also 25 of their most well-known brands.

Consumers, investors and governments expect genuine action on sustainability from companies: their impact on the environment and social concerns, as well as, ensuring the necessary governance to safeguard a sustainable future. It is essential for brands to place their sustainability activities firmly in the hearts and minds of their customers and develop the right communications channel to promote them.

What exactly are they saying and how do they compare to one another?

For more information, contact

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Our research and analysis gives you a detailed view of the leading players in this sector and their sustainability communication strategy at corporate brand level:

- **claims and brand positioning**
- **which brands are aligning with which initiatives**
- **volume of activity on social platforms**
- **how they rank against each other**

Armed with SusMon's Tobacco sector report, you will be easily able to understand the priorities of the key players. Those in the market can identify competitor threats, spot opportunities and develop a differentiated social strategy.

Deploying a social-first strategy, brands are entering into two-way conversations with consumers on a wide range of sustainability topics, from local social initiatives to leadership at the corporate brand level.

Available Reports

For individual subscribers, reports are delivered in PDF format:

Tobacco Sector Corporate & Brand Communications Quarterly Report - \$1,500 per quarter

For enterprise access, reports are available to download across your organization via a login to our reports database. Please contact us for more info.



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Monitor**