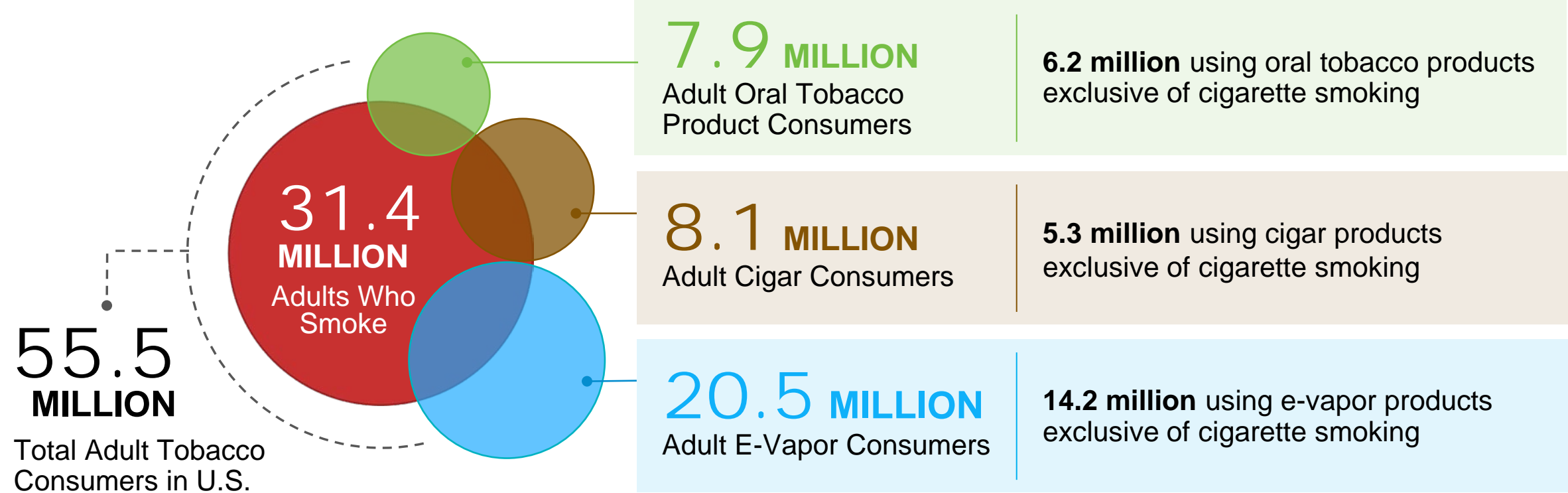


# Number of Adult\* Tobacco Consumers

Q1 2025 Update

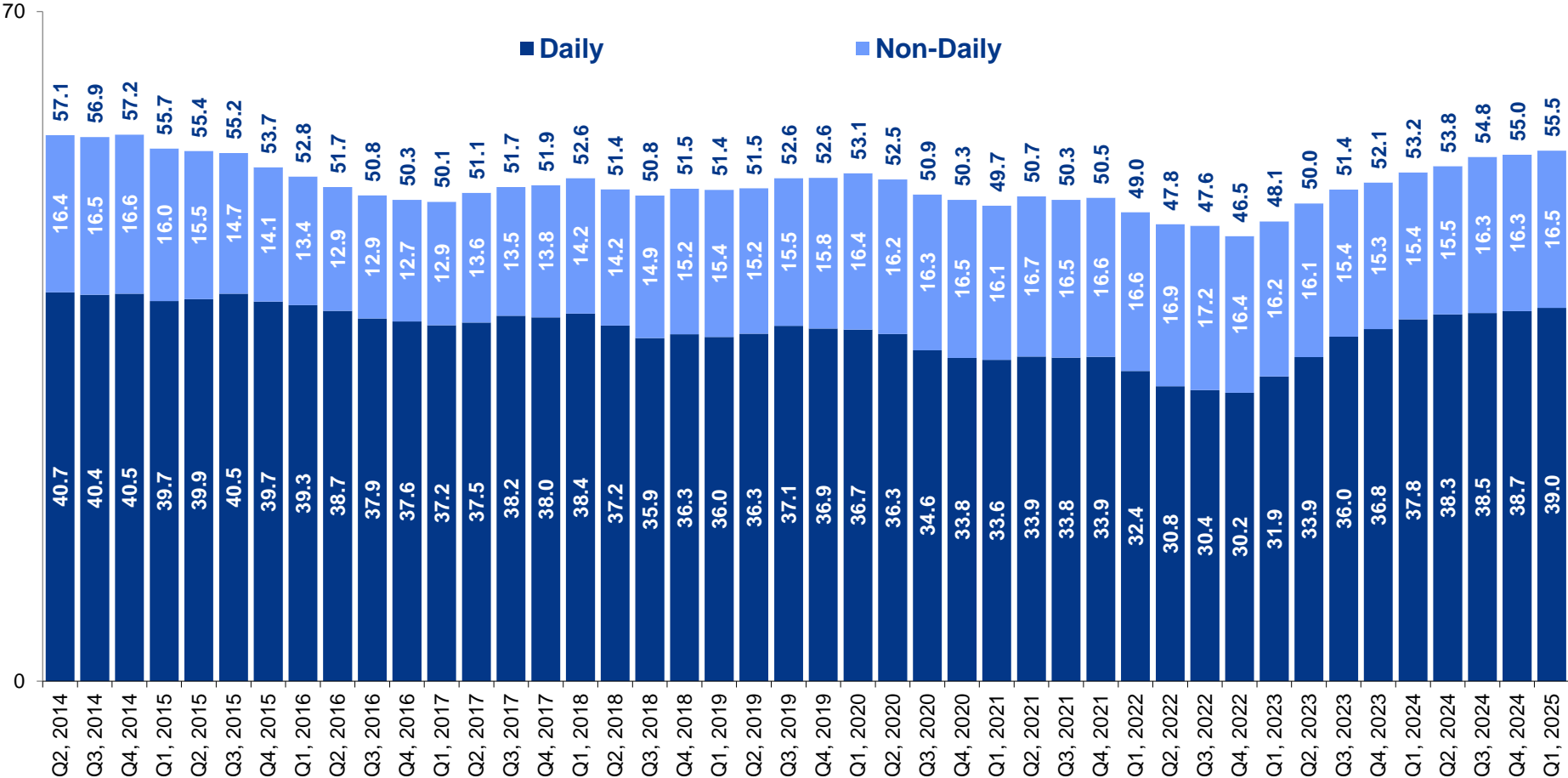


Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT). \*Age 21 or older  
Q1 2025 prevalence estimates are calculated based on reported past 30-day usage of cigarette, e-vapor and oral tobacco products, and are based on April 2024 to March 2025 data. Oral tobacco products include moist smokeless tobacco, snus, chewing tobacco and oral nicotine products.

Results are based on population weights. Overlaps do not represent real number of dual users.

# Number of Adult\* Tobacco Consumers

Past 30-Day Usage based on 12 Moving-Months† – in millions

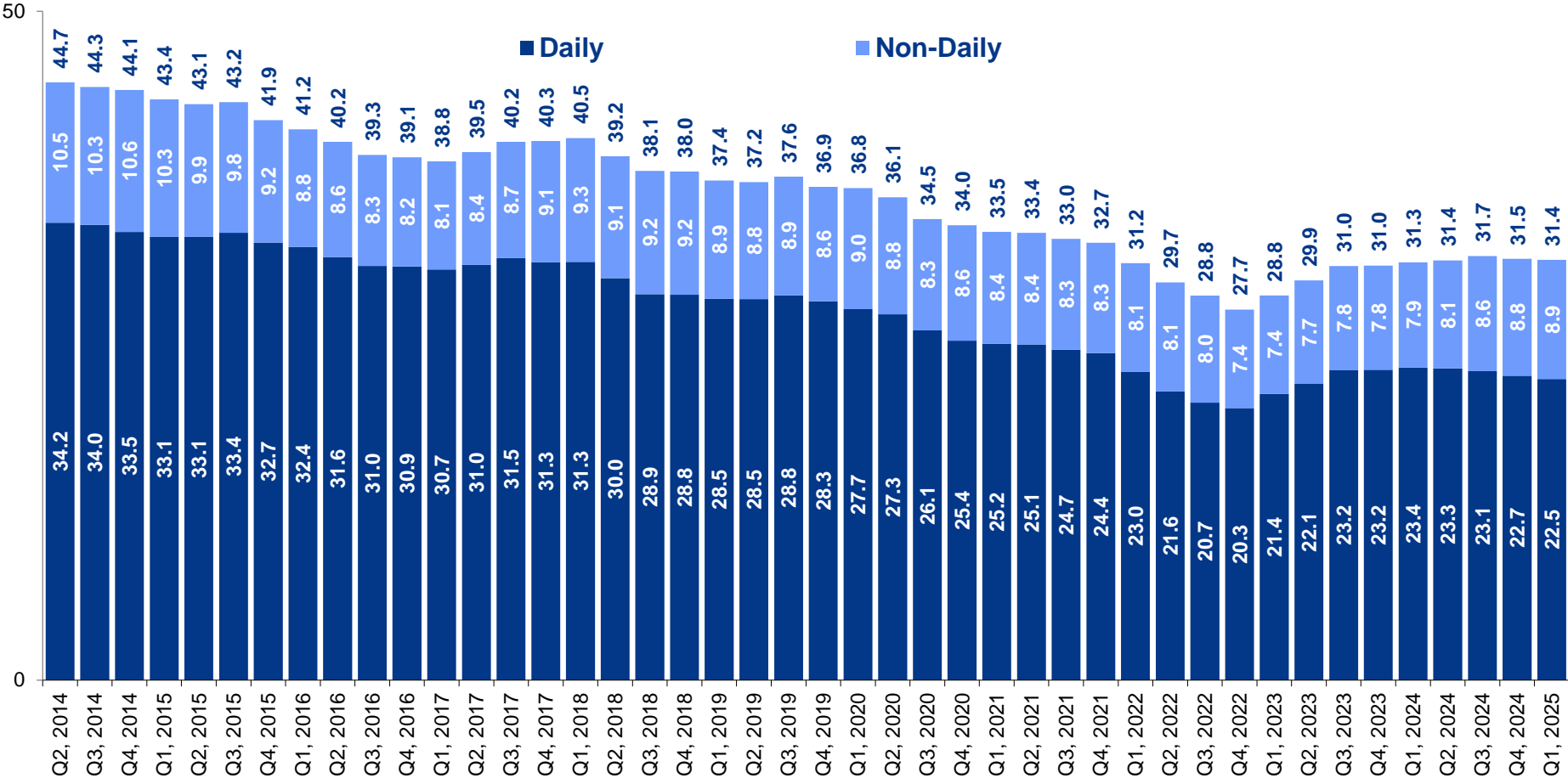


Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)  
\*Age 21 or older  
†Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.  
**Note: Estimates are based on self-reported any use of tobacco products in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume.**



# Number of Adult\* Cigarette Smokers

Past 30-Day Usage based on 12 Moving-Months†– in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)

\*Age 21 or older

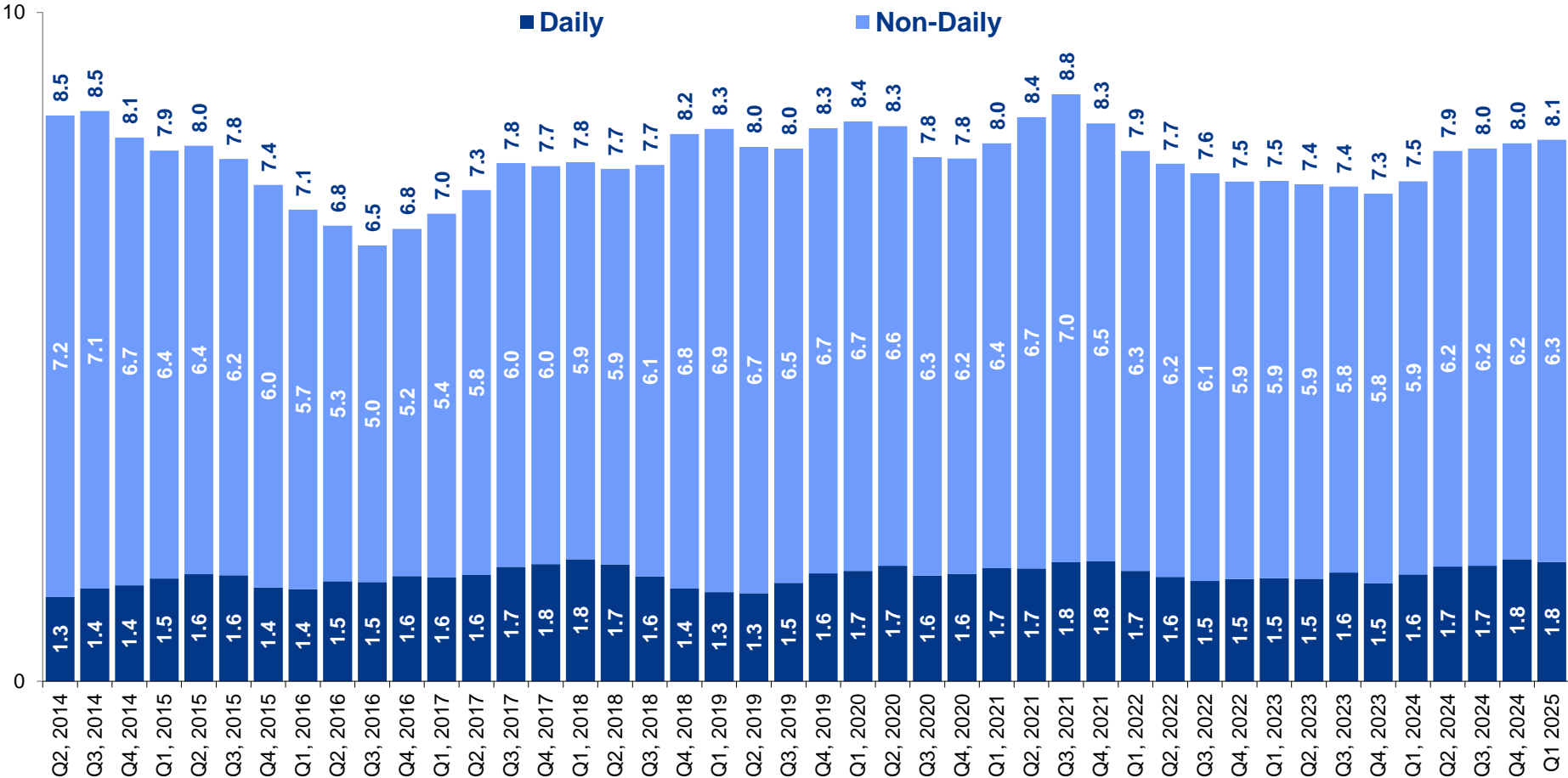
†Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.

**Note: Estimates are based on self-reported any use of cigarettes in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume. The 12-month moving average estimates from Q2 2022 through Q3 2023 have been impacted by low monthly adult smoker estimates in Q2 2022. This has resulted in an increase in prevalence estimations from Q4 2022 to Q3 2023.**



# Number of Adult\* Cigar Smokers

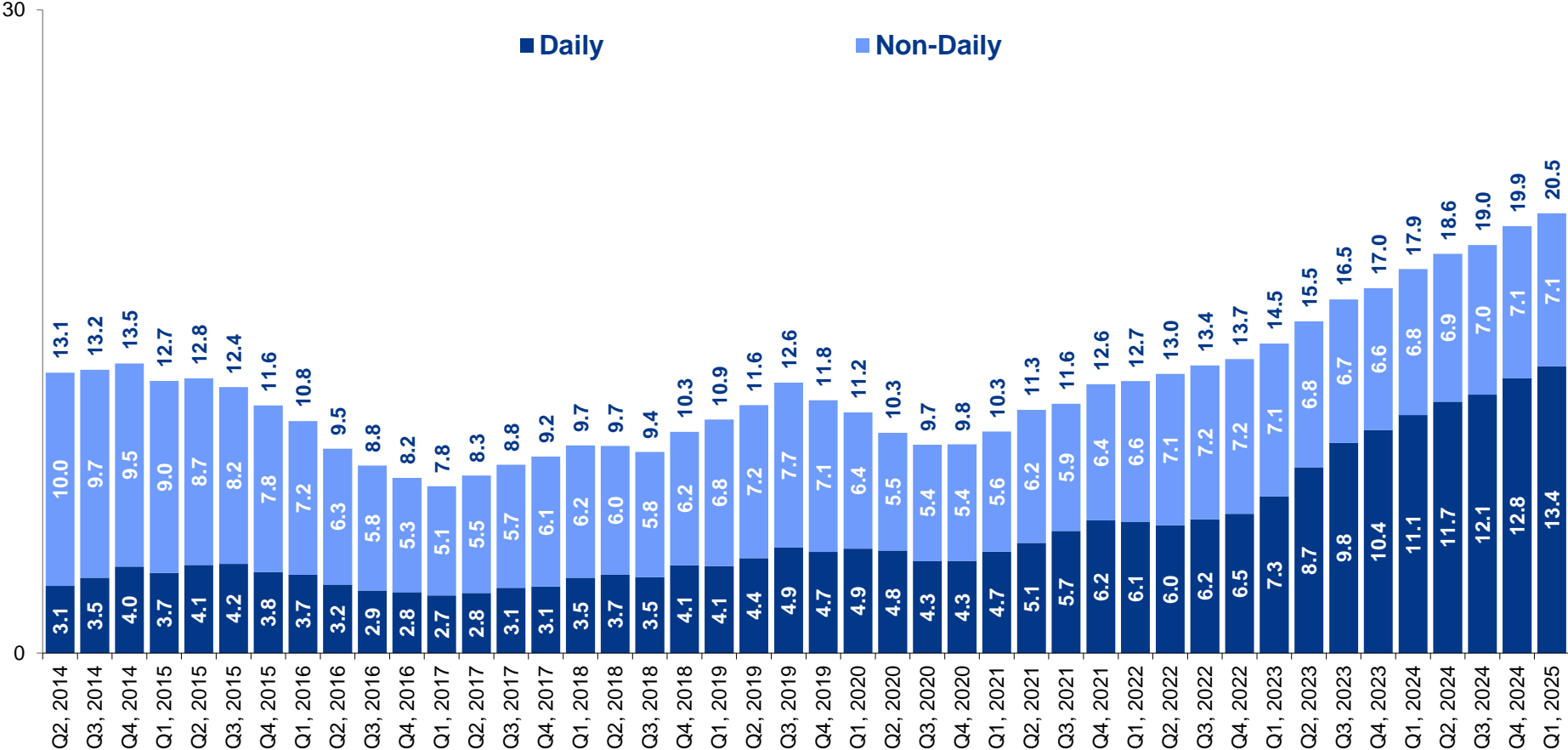
Past 30-Day Usage based on 12 Moving-Months†– in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)  
\*Age 21 or older  
†Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.  
**Note: Estimates are based on self-reported any use of cigars in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume.**

# Number of Adult\* E-Vapor Users

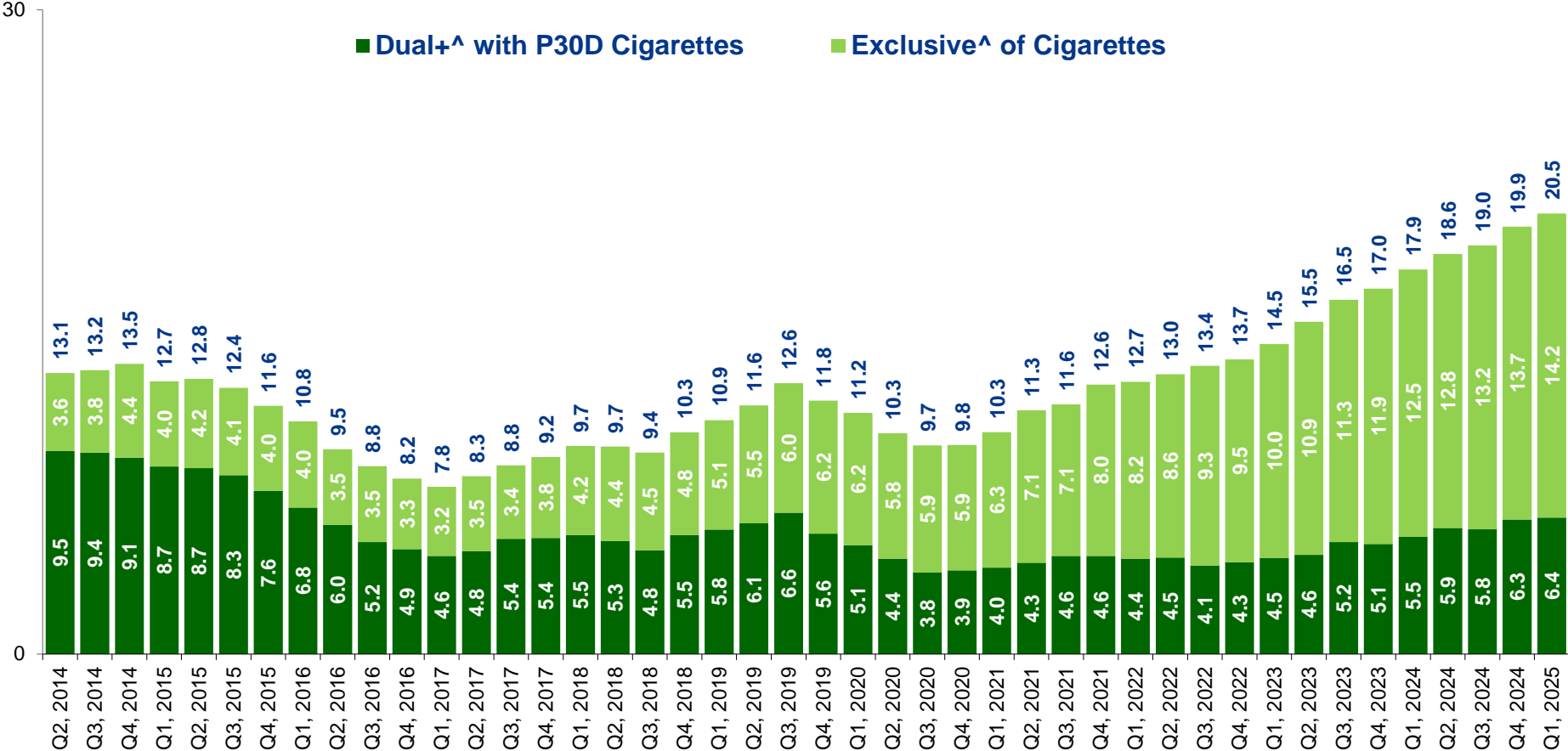
Past 30-Day Usage based on 12 Moving-Months†– in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)  
\*Age 21 or older  
†Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.  
**Note: Estimates are based on self-reported any use of E-Vapor in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume.**

# P30D E-Vapor Counts by Cigarette Usage\*

Past 30-Day Usage based on 12 Moving-Months†– in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)

\*Age 21 or older

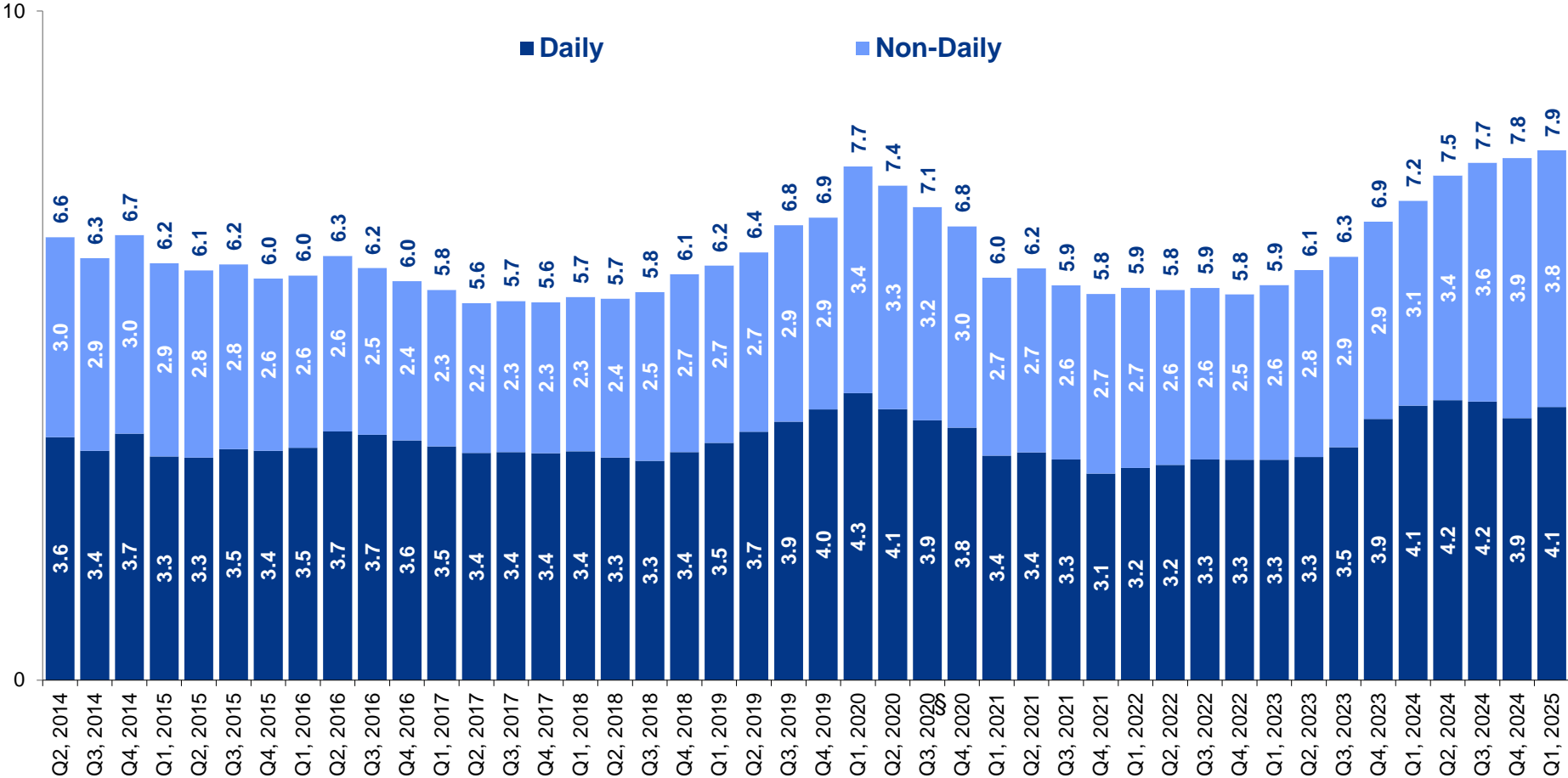
†Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.

^May use other tobacco products

**Note: Estimates are based on self-reported any use of E-Vapor in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume.**

# Number of Adult\* Oral Tobacco Product Users

Past 30-Day Usage based on 12 Moving-Months† – in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)

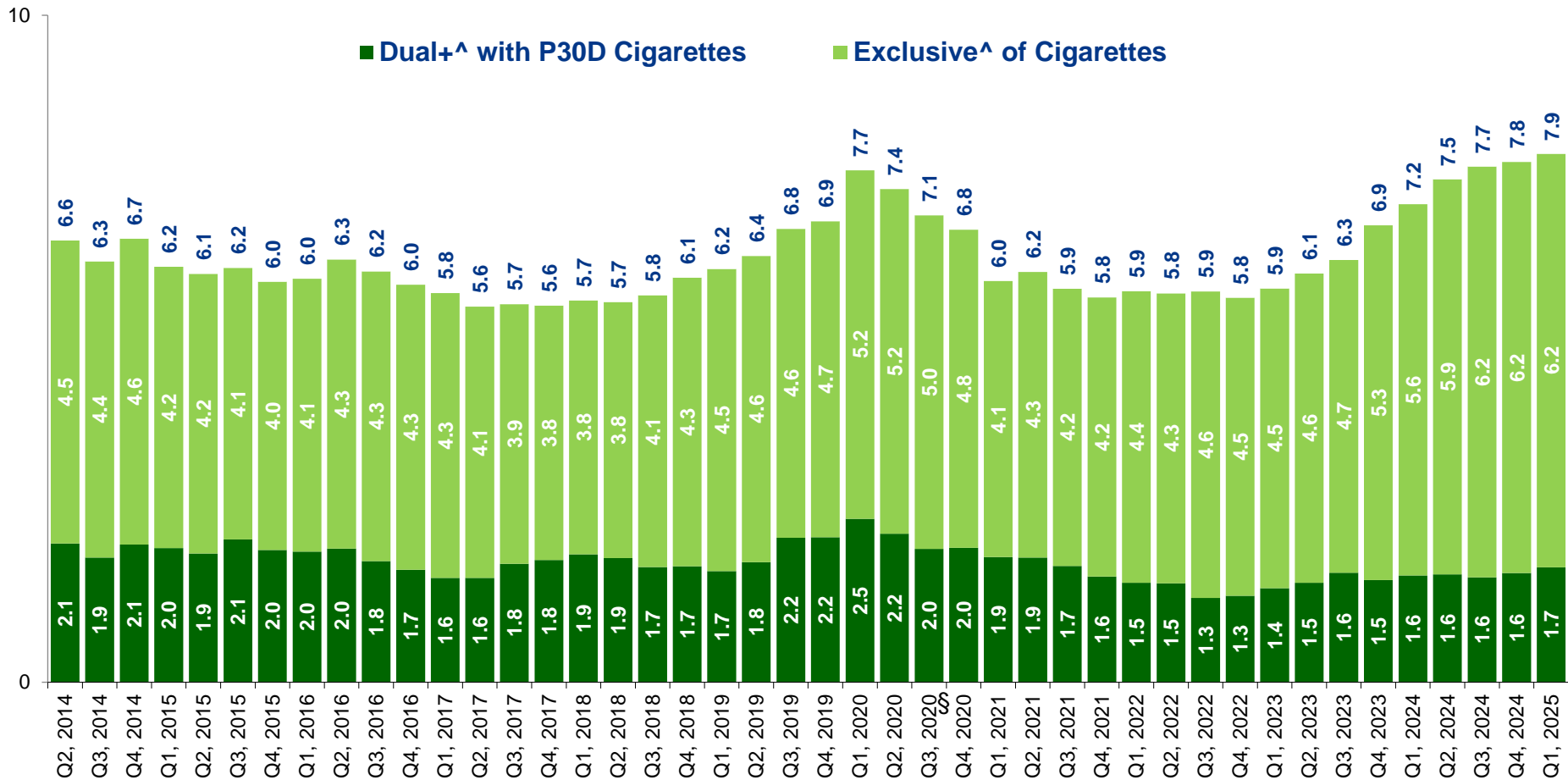
\*Age 21 or older | †Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.

§We began to include oral nicotine products in the oral tobacco product category in Q1, 2020. Oral tobacco products include moist smokeless tobacco, snus and chewing tobacco during the reporting period of Q2, 2014 to Q4, 2019. Oral tobacco products include moist smokeless tobacco, snus, chewing tobacco and oral nicotine products since Q1, 2020.

**Note: Estimates are based on self-reported use of oral tobacco products in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume. Fluctuations are observed in the oral nicotine tobacco product category due to the small sample size of reported past 30-day use of oral nicotine tobacco products in ATCT. Insufficient sample size may lead to unreliable estimates when assessing the oral nicotine tobacco product category.**

# P30D Oral Tobacco Product Counts by Cigarette Usage\*

Past 30-Day Usage based on 12 Moving-Months<sup>†</sup>— in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)

\*Age 21 or older | <sup>†</sup>Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.

\$We began to include oral nicotine products in the oral tobacco product category in Q1, 2020. Oral tobacco products include moist smokeless tobacco, snus and chewing tobacco during the reporting period of Q2, 2014 to Q4, 2019. Oral tobacco products include moist smokeless tobacco, snus, chewing tobacco and oral nicotine products since Q1, 2020. ^May use other tobacco products

**Note: Estimates are based on self-reported use of oral tobacco products in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume. Fluctuations are observed in the oral nicotine tobacco product category due to the small sample size of reported past 30-day use of oral nicotine tobacco products in ATCT. Insufficient sample size may lead to unreliable estimates when assessing the oral nicotine tobacco product category.**