Driving forces
According to the WHO, global smoking rates and sales are decreasing, but not uniformly. The tobacco industry’s relationship with the public sector is critically important with regard to tax policies, regulations and efforts aimed at reducing cigarette smoking, especially among vulnerable groups like the young and the poor. The industry is under constant scrutiny by policymakers, the media and NGOs, which demand well-managed supply and distribution chains and a high degree of transparency. Following new tobacco control measures, it is becoming increasingly important for tobacco companies to diversify their product mix. This means moving away from traditional tobacco products and exploring innovative alternatives such as non-combustible (smokeless) tobacco and reduced-harm nicotine products (with low to zero tobacco) which claim to have lower health risks.

Highlighted criteria & Dimension weight
Economic Dimension ............... 42%
– Codes of Business Conduct
– Risk & Crisis Management
– Supply Chain Management
– Brand Management

Environmental Dimension ....... 24%
– Operational Eco-Efficiency
– Environmental Policy & Management Systems
– Raw Material Sourcing

Social Dimension .................... 34%
– Occupational Health and Safety
– Human Capital Development

Sustainability leaders 2019
SAM Gold Class
British American Tobacco PLC United Kingdom

Industry statistics
Number of companies in universe 11
Number of companies assessed in 2018 10
Assessed companies to total companies in universe 91%
Market of assessed companies to total market 100%

Results at industry level

The box-and-whisker plot describes the distribution of scores in the industry, based on all assessed companies. More information is available in the Reading Instructions in the introduction.