In 2024 at the state level, a total of 1027 tobacco industry lobbyist and lobbying firm registrations were identified, involving 950 lobbyists or lobbying firms.

State level tobacco industry lobbying registrations increased over 2023 despite Juul’s 81% decrease in registrations as of 2024.

Philip Morris International (PMI) Global Services acquired Swedish Match in 2023. Since 2021, they have increased the number of lobbyists they employ by 200% across the U.S., now with a total of 145 registrations for lobbyists or firms covering 38 states.

Not included above, 140 lobbyists and 21 lobbying firms hired by dozens of other tobacco industry organizations.

There is an irreconcilable conflict between the goals of tobacco companies and those of the public health community. Advocates should use the ASH Tracker for:

1. Active monitoring
2. Trend identification
3. Strategic outreach
4. Advocacy empowerment