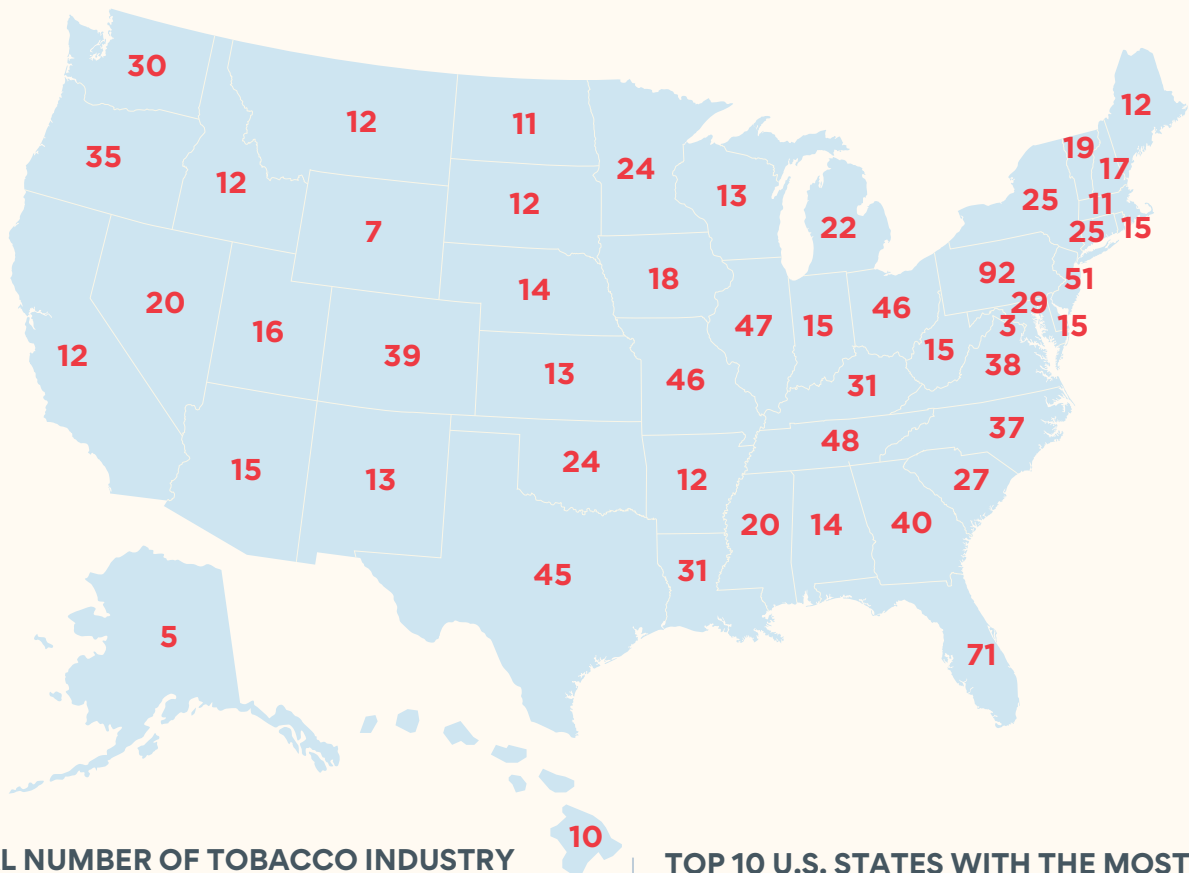


2025 TOBACCO INDUSTRY LOBBYING HARMS PUBLIC HEALTH POLICYMAKING

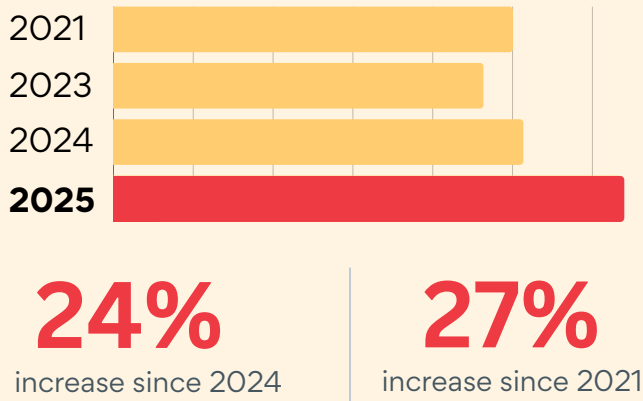


HIGHLIGHTS

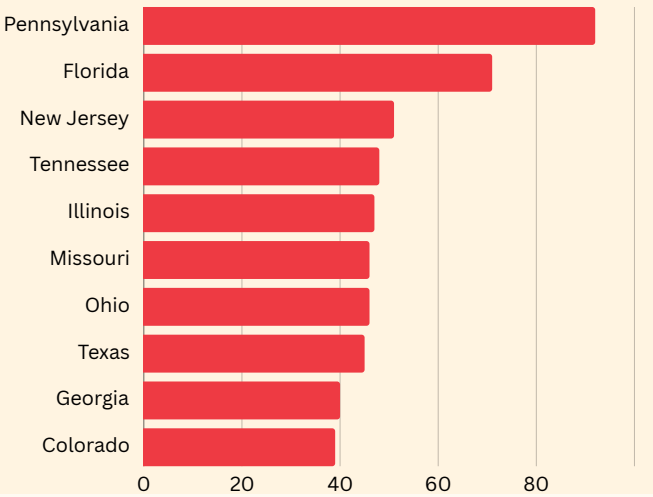
2025 U.S. TOBACCO INDUSTRY LOBBYIST & LOBBYING FIRM REGISTRATION TRACKER



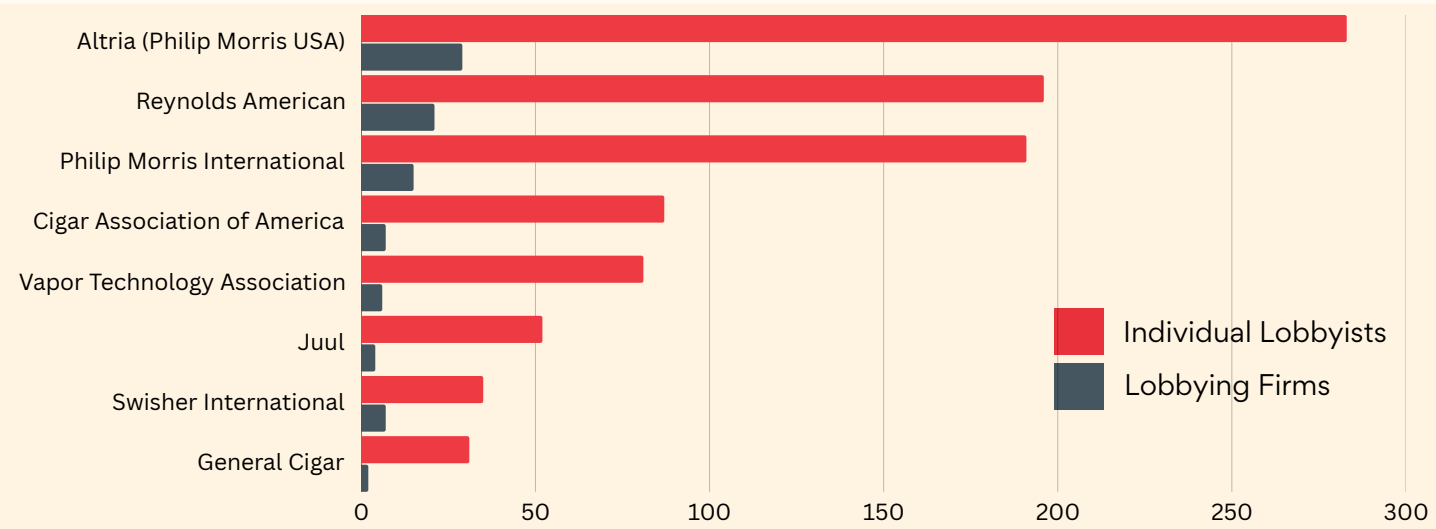
TOTAL NUMBER OF TOBACCO INDUSTRY LOBBYING REGISTRATIONS AT THE STATE LEVEL IN THE U.S. IN 2025



TOP 10 U.S. STATES WITH THE MOST REGISTRATIONS IN 2025



TOBACCO COMPANIES' INFLUENCE IN U.S. POLICYMAKING, RANKED BY THEIR NUMBER OF REGISTERED LOBBYISTS



Not included above, **203 lobbyists** and 25 lobbying firms hired by dozens of other tobacco industry organizations.

KEY INSIGHTS

- In 2025 at the state level, there was a 24% increase in tobacco industry lobbyist and lobbying firm registrations, with 1,275 registrations compared to 1,027 in 2024.
- Juul's lobbyist registrations rose 115% in 2025 (56 registrations) compared to 2024.
- The most significant change in data from 2024 to 2025 is that the Vapor Technology Association registrations increased 358%, from 19 registrations in 2024 to 87 in 2025.
- Pennsylvania and Florida remain the two U.S. states with the most tobacco industry lobbyists, with New Jersey jumping into third place over Tennessee, now in fourth place.

TAKE ACTION

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:



ACTIVE MONITORING



TREND IDENTIFICATION



STRATEGIC OUTREACH



ADVOCACY EMPOWERMENT