

# An analysis of the FCTC's attempt to stop the Altria-Juul Labs deal

Levy, D., Douglas, C.E., Sanchez-Romero, L.M., Cummings, K.M., & Sweanor, D.

## **Abstract**

On 20 December 2018, Altria, the largest US cigarette company, announced an offer for a 35% share of the large and rapidly growing vaping product company, Juul Labs. On 2 April, 2020, the Federal Trade Commission issued a complaint that the deal was anticompetitive and should be voided. This paper analyzes the deal. We find that the deal gives Altria market power in the e-cigarette market through its support of Juul in retail stores and through the agreement not to otherwise compete in the e-cigarette market. The deal also has implications for its marketing of heated tobacco product IQOS and generally may provide Altria greater control of the broader nicotine delivery product market.

## **Recommended Citation**

Levy, D., Douglas, C.E., Sanchez-Romero, L.M., Cummings, K.M., Sweanor, D. (2020). An analysis of the FCTC's attempt to stop the Altria-Juul Labs deal. *Tobacco Regulatory Science*, 6(4), 302-305.

## **Link To PDF:**

<https://www.ingentaconnect.com/content/trsg/trs/2020/00000006/00000004/art00007;jsessionid=1acb68hpof66u.x-ic-live-02>