

Roundup on trial: Law firms spent \$91 million in one year to recruit plaintiffs for glyphosate-cancer suits

In 2019, an [estimated \\$91 million](#) was spent on ads seeking clients to pursue Roundup-related claims, making it the No. 1 product to be featured in TV advertising, according to X Ante, citing data from ad-tracking firm Kantar CMAG.

By contrast, only \$23 million was spent on Roundup ads in 2020. Roundup ranked third for most-featured product, behind the heartburn drug Zantac and talcum powder, for which an estimated \$37.9 million and \$34.8 million were spent, respectively.

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The decline in Roundup ad spending came as Bayer in June agreed to a \$10.9 billion proposed settlement to resolve tens of thousands of lawsuits and claims alleging Roundup and its active ingredient glyphosate cause cancer. It denies the allegations.

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