



Smokeless Tobacco, E-Vapour Products and Heated Tobacco in France

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sudden turnaround in 2024 due the proposed ban on puffs
BAT is doing well in tobacco specialists
Tobacco specialists remains dominant but loses share to e-commerce

PROSPECTS AND OPPORTUNITIES

Too many uncertainties to be optimistic in a category that theoretically has potential
Despite a higher level of innovation within open systems, closed systems rechargeable and cartridges could gain further ground thanks to smart novelties

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Tobacco in France - Industry Overview

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2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Plain packaging

Point-of-sale display bans

Flavoured tobacco product ban

Vapour products

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