



Euromonitor  
International

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

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## 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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Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

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Smoking prevalence

Plain packaging

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Vapour products

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