



Euromonitor
International

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

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Smokeless tobacco, e-vapour products and heated tobacco still rising, mainly thanks to puffs and nicotine pouches

A new generation of cig-a-like is already ready to replace puffs

Innovation continues to drive both closed and open systems

PROSPECTS AND OPPORTUNITIES

E-vapour growth is likely to slow down in the forecast period

A chance for non-disposable closed systems

Heated tobacco and nicotine pouches are also under scrutiny, at least in terms of taxes and packaging

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