

# Tobacco in France

<https://marketpublishers.com/r/T6FD3246C4CEN.html>

Date: June 2023

Pages: 62

Price: US\$ 2,100.00 (Single User License)

ID: T6FD3246C4CEN

## Abstracts

In 2022, the overall market for tobacco displayed its strongest value decline over the last decade. 2021 was the calm before the coming tempest, and 2022 witnessed a combination of negative factors. Firstly, borders were totally open which enabled a new upturn of transborder purchases of traditional tobacco from Belgium, Italy and Spain, without counting the recovery of duty free sales. Then, taxation, which was frozen in 2020, 2021 and before the presidential elections of 2022, witnessed a grad...

Euromonitor International's Tobacco in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Tobacco market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### TOBACCO IN FRANCE

#### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

#### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Plain packaging

Point-of-sale display bans

Flavoured tobacco product ban

Vapour products

#### PRODUCTION/IMPORTS/EXPORTS

#### MARKET INDICATORS

Table 1 Number of Adult Smokers by Gender 2017-2022

#### MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2017-2022

Table 3 Sales of Tobacco by Category: Value 2017-2022

Table 4 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 2 Research Sources

### CIGARETTES IN FRANCE

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Another strong drop in value despite still limited price increases

The fresh/ice segment circumvents the banning of menthol-flavoured cigarettes

Philip Morris France still the absolute leader but yields ground to its main challenger, JT International France SAS

## PROSPECTS AND OPPORTUNITIES

Stronger taxes to drive further drop in sales of cigarettes in the short term

Further explosion of illicit trade in France

Uncertain whether the migration to other products will continue

## TAXATION AND PRICING

Taxation rates

Table 10 Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 3 Average Cigarette Pack Price Breakdown: Brand Examples

## CATEGORY DATA

Table 11 Sales of Cigarettes: Volume 2017-2022

Table 12 Sales of Cigarettes by Category: Value 2017-2022

Table 13 Sales of Cigarettes: % Volume Growth 2017-2022

Table 14 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 15 Sales of Cigarettes by Blend: % Volume 2017-2022

Table 16 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 17 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 18 Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 19 Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 20 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 21 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 22 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 23 Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 24 Forecast Sales of Cigarettes: Volume 2022-2027

Table 25 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 26 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 27 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 28 Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 29 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 30 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 31 Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 32 Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

## SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN FRANCE

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Sales of smokeless tobacco, e-vapour products and heated tobacco speed up, with disparate results

Significant impetus provided by closed system single use and nicotine pouches

Brands present in tobacconists and e-commerce score points, more than in specialist outlets

### PROSPECTS AND OPPORTUNITIES

Contradictory signals for the future of smokeless tobacco, e-vapour products and heated tobacco

Who will win between specialist stores and e-commerce?

The clock is ticking for heated tobacco and puffs, but not for nicotine pouches at first sight

### CATEGORY INDICATORS

Table 33 Number of Adult Vapers 2017-2022

### CATEGORY DATA

Table 34 Sales of Tobacco Heating Devices: Volume 2017-2022

Table 35 Sales of Tobacco Heating Devices: % Volume Growth 2017-2022

Table 36 Sales of Heated Tobacco: Volume 2017-2022

Table 37 Sales of Heated Tobacco: % Volume Growth 2017-2022

Table 38 Sales of Tobacco Free Oral Nicotine: Volume 2017-2022

Table 39 Sales of Tobacco Free Oral Nicotine: % Volume Growth 2017-2022

Table 40 Sales of Tobacco Free Oral Nicotine by Category: Value 2017-2022

Table 41 Sales of Tobacco Free Oral Nicotine: % Value Growth 2017-2022

Table 42 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 43 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 44 Sales of E-Liquids by Nicotine Strength: % Value 2019-2022

Table 45 NBO Company Shares of E-Vapour Products: % Value 2018-2022

Table 46 LBN Brand Shares of E-Vapour Products: % Value 2019-2022

Table 47 NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022

Table 48 LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022

Table 49 NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 50 LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 51 NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2018-2022

Table 52 LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2019-2022

Table 53 Distribution of E-Vapour Products by Format: % Value 2017-2022

Table 54 Distribution of Tobacco Heating Devices by Format: % Volume 2017-2022

Table 55 Distribution of Heated Tobacco by Format: % Volume 2017-2022

Table 56 Forecast Sales of Tobacco Heating Devices: Volume 2022-2027

Table 57 Forecast Sales of Tobacco Heating Devices: % Volume Growth 2022-2027

Table 58 Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 59 Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027

Table 60 Forecast Sales of Tobacco Free Oral Nicotine: Volume 2022-2027

Table 61 Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2022-2027

Table 62 Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2022-2027

Table 63 Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2022-2027

Table 64 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 65 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

## CIGARS, CIGARILLOS AND SMOKING TOBACCO IN FRANCE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Category suddenly takes a backseat due to the collapse of fine cut tobacco

Ongoing breakthrough of blond cigarillos driven by Signature

Scandinavian Tobacco Groupe France pays for the decline of cigarillos, while Traditab SA and Landewyck Tobacco SA do relatively well in fine cut tobacco

#### PROSPECTS AND OPPORTUNITIES

No more respite for cigars, cigarillos and smoking tobacco

Handmade Cuban cigars to become too expensive and exposed to competition from other countries

Explosion of constraints on fine cut tobacco and shisha

#### CATEGORY DATA

Table 66 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 67 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 68 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 69 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 70 Sales of Cigars by Size: % Volume 2017-2022

Table 71 Sales of Cigarillos by Price Platform 2017-2022

Table 72 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022

Table 73 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022

|   |
|---|
| Table 74 NBO Company Shares of Cigars: % Volume 2018-2022   |
| Table 75 LBN Brand Shares of Cigars: % Volume 2019-2022   |
| Table 76 NBO Company Shares of Cigarillos: % Volume 2018-2022   |
| Table 77 LBN Brand Shares of Cigarillos: % Volume 2019-2022   |
| Table 78 NBO Company Shares of Smoking Tobacco: % Volume 2018-2022  |
| Table 79 LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022  |
| Table 80 NBO Company Shares of Pipe Tobacco: % Volume 2018-2022   |
| Table 81 LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022   |
| Table 82 NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022   |
| Table 83 LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022   |
| Table 84 Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022                                |
| Table 85 Distribution of Smoking Tobacco by Format: % Volume 2017-2022                                      |
| Table 86 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category:<br>Volume 2022-2027          |
| Table 87 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value<br>2022-2027           |
| Table 88 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: %<br>Volume Growth 2022-2027 |
| Table 89 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: %<br>Value Growth 2022-2027  |



## I would like to order

Product name: Tobacco in France

Product link: <https://marketpublishers.com/r/T6FD3246C4CEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T6FD3246C4CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970