

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

June 2023

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## 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?

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