

# Regulatory Dynamics in Nicotine and Cannabis

June 2023

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## INTRODUCTION

Scope

Key takeaways

Exploring Regulatory Dynamics in Nicotine and Cannabis

Drivers of Regulatory Dynamics in Nicotine and Cannabis

Regulatory Dynamics in Nicotine and Cannabis uncovered

## REGULATION AS A FUNDAMENTAL DRIVER

Regulators and public see tobacco and cannabis as legitimate targets for intervention

Major areas of mutual regulatory activity between tobacco and cannabis

Regulation will remain a constituent element of the tobacco and cannabis industries

## TOBACCO ENTERS THE ENDGAME

Generational bans signal an existential endpoint for combustible tobacco

New Zealand's birth year ban presages society's exit strategy for tobacco

Manufacturers must diversify and seek to clarify nicotine's future role

## CANNABIS LEGISLATIVE LIBERALISATION (?)

Cannabis is becoming normalised...to a point

Germany's proposed cannabis association law evidence of guarded approach to regulation

Cannabis industry is learning that going mainstream does not equal being embraced

## VICE REGULATION CROSS-POLLINATION

Significant interplay between tobacco and cannabis regulation

Ongoing regulatory innovation influences beyond tobacco

Tobacco's present can point to cannabis's tomorrow

## FUTURES OF NICOTINE AND CANNABIS REGULATION

Nicotine and cannabis regulation to diverge before aligning

Ongoing regulatory innovation influences beyond tobacco

In the longer term, differential product sets may mandate fewer regulatory restrictions

## CONCLUSION

Key takeaways

Regulatory Dynamics in Nicotine and Cannabis: How to navigate

Evolution of Regulatory Dynamics in Nicotine and Cannabis

Questions we are asking

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