

## **Tobacco in France**

Market Direction | 2022-07-11 | 57 pages | Euromonitor

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### **Report description:**

2021 was a year of normalisation for tobacco in France, which meant that after a better performance in 2020, the industry came back to a level of decline closer to that observed prior to the COVID-19 pandemic - in volume terms at least. Decline mainly stemmed from the reopening of borders, that were closed for "only" five months in 2021 - while in 2020 it was six or seven months of closure with border countries with much lower prices, such as Spain, Italy and Belgium, and to a lesser extent Germ...

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 2017-2021, 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 2026 illustrate how the market is set to change.

Product coverage: Cigarettes, 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.

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Freeze on taxes for the moment

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#### **PROSPECTS AND OPPORTUNITIES**

Strong progression of taxes expected for 2023

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 Meanwhile, all other categories are no longer as dynamic  
 Only a couple of brands and players stand out from the crowd in 2021

##### PROSPECTS AND OPPORTUNITIES

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