

## **Cigarettes in France**

Market Direction | 2023-06-19 | 26 pages | Euromonitor

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### **Report description:**

Sales of cigarettes displayed a marked decline in current value terms in 2022, even stronger than the fall that the category had already experienced in 2021. Both 2021 and 2022 were more challenging than 2020 for cigarettes, due to the more limited closure of borders - for a period of around four or five months in 2021, in comparison with more than seven months in 2020 and absolutely no more closure in 2022. Therefore, more cross-border purchases were seen in 2021-2022 than in 2020, more duty fr...

Euromonitor International's Cigarettes 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 Including Fine Cut Stick Equivalent.

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

Why buy this report?

- \* Get a detailed picture of the Cigarettes 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.

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Euromonitor International  
June 2023

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#### 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

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