

Tobacco in France

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Report description:

Tobacco saw continued decline in France in 2023 in both volume and value terms. The increase in taxes on cigarettes during the year led to higher prices, with popular brands such as Marlboro Red 20 priced at EUR11.50, Camel Filters 20 at EUR11.00, and Vogue Original at EUR10.90. This hike in prices had a variety of impacts, including the ongoing growth of illicit trade volumes, with a rising share of counterfeits originating from Belgium and increasingly from France. Legal cross-border purchases...

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 2019-2023, 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 2028 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.

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No more respite from tax increases and a further drop in volume sales of cigarettes

No more real expansion of "fresh cigarettes", but low costs and a new US style

PROSPECTS AND OPPORTUNITIES

When the French state does not increase taxes, the manufacturers increase prices

Not certain that the migration to other products will continue

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