

Cigarettes in France

June 2023

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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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