



# Cigarettes in France

May 2024

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## Cigarettes in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

A significant challenge to official cigarette sales

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