

# The Challenges of the Nicotine Market in France

**Logista Report 2024**

August 2024





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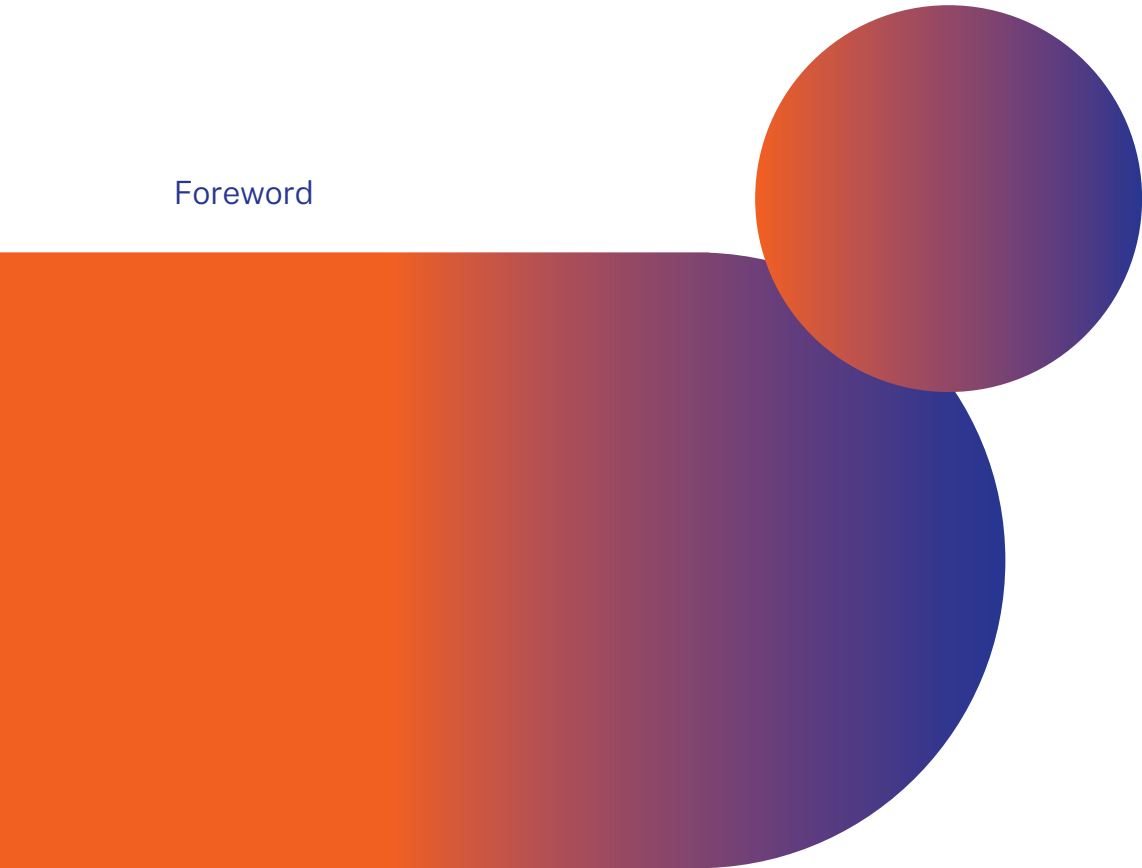
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Foreword



# Objectives of the report

The purpose of this report is to shed light on the French nicotine market by providing key figures and data useful for analyzing and understanding it, and for ensuring a common base for evaluations and discussions for all the players involved along the value chain.

The nicotine market is a very sensitive and specific one. It is made up of tobacco products and new-generation products (heated tobacco products, electronic cigarettes and nicotine pouches). The institutions have to find a complex balance between its health implications and the need to protect consumers through appropriate behavioural taxation. Tax increases, if perceived as too sudden, result in the transfer of some consumers to illegal markets. Thus, product quality and consumption levels are no longer controlled. The income of criminal gangs linked to this illegal traffic increases to the detriment of the contribution to public revenue.

The nicotine market is subject to a strict regulation at both national and international level (European Union and World Health Organization). Therefore, it is extremely useful to understand its dynamics in depth. In this context, Logista France plays a fundamental role, acting as a key partner for the institutions and all the other stakeholders, by providing detailed and reliable figures and data to analyze and understand the evolution of this market.

In fact, Logista France plays a central role in the nicotine value chain as it distributes more than 99% of tobacco volume in the Country and it represents the link between producers and retailers. Logista, together with the vast proximity network of approximately 23,000 tobacco shops, the large majority of them associated in the “*Confédération des buralistes de France*”, represents a bastion of legality against the illicit trade in tobacco products. Logista France guarantees the compliance with all the regulations required for such a specific product category, including the full traceability of goods, from the factory to the retailer.

Thanks to its decision to go digital, in line with the industry macro-trends for the implementation of the “twin transitions”, Logista France is able to timely generate and manage a large amount of data, which is essential to make data-driven and fact-based decisions. Such data are further enriched by Logista’s extended presence and know-how in the solutions to support sales and stock management for the retailers (hardware and software). We refer in particular to Strator, the “terminal Point of Sales’ application” used by the large majority of tobacconists as cash register to scan the sales of their products, manage their stock, determine and transmit stock reorders to Logista, as well as to manage other “electronic-transactions-based” businesses, such as phone recharges, electronic tickets and many others.



The data available can help all players in the value chain. Producers can better plan their production and retailers can better manage their stocks in line with consumer preferences. More importantly, institutions could access such data to improve their actions and monitor the impact of the regulation on the market, with an improved data-driven decision-making process.

## Key content

The report provides an overview of the **French macroeconomic context** with the analysis of a number of variables that impact the demand of consumer goods in general and nicotine products in particular. The recent health-related and geopolitical events have created some discontinuities in the economic structure of countries, including France, therefore it is useful to set the frame to understand the current evolution of the nicotine market in the country.

It is then presented the analysis of **the French logistics industry** (to which Logista belongs), in comparison with the main EU competitors (Germany, Spain and Italy), with the aim to show its evolution. A driver of change for the industry is represented by the “twin transitions”: the effort to make the entire economy more sustainable through the use of advanced and greener technologies will definitively shape the future of logistics.

Having set the context, the **nicotine market in France** can be described accurately (both in terms of time and geography), particularly for tobacco products, which are subject to strict regulation and accountability and still represent the vast majority of the market, despite a steady decrease in volumes over the last years; decrease that may, at least in part, be only apparent after considering the stability of smoking prevalence data. New generation products (NGPs) are also analyzed in terms of diffusion, with e-cigarettes currently being the only significant one in France, as well as in terms of potential risk reduction according to official authorities (e.g. The United States Food and Drugs Administration, the American institution in charge of the surveillance of food and drugs, “FDA” in the rest of this document).

The **distribution of nicotine products** in France is very diverse and it is worth highlighting the differences that exist between the various product categories. On the one hand, the distribution of tobacco products (both traditional and innovative, such as Heated Tobacco Products – so called HTPs) is strictly regulated: products are regulated in terms of ingredients and packaging and subject to strong excise taxation; as far as distribution is concerned, supply chain is managed through a network of strictly monitored bonded warehouses operated by players called approved suppliers – the most important of them being Logista – granting high standards of security and control, including traceability. Only licensed retailers can sell these products to the consumers, ensuring the implementation of tobacco control measures, with particular emphasis on age-related restrictions.

E-cigarettes are also subject to a specific regulation in terms of packaging and nicotine content, but no excise (and/or similar) taxation is currently applied in France. Regarding the distribution, while e-cigarettes are subject to age limitations (only >18 consumers are allowed), they are in general treated as common consumer products: no restrictions nor specific requirements weight on wholesalers (e.g. no bonded warehouses requirements or similar) and no restrictions on the type of retailers (both physical and online), which can include also non specialized ones. As a result of the lower level of regulation, product's control and access requirements are dangerously ineffective.

The third category of nicotine products, represented by nicotine pouches, recently appeared on the French market, is currently completely not regulated in terms of distribution, as to nicotine content, age verification or distribution, which makes of the highest priority a prompt intervention of the regulator to avoid the appearance of irresponsible marketing practices.

Finally, this report provides a picture of the current regulatory framework, resulting from the overlap of national, European and global regulations.

In France, the Government's objective is to significantly reduce tobacco consumption (among current smokers) and prevent new smokers from entering the market, with the aim of achieving a tobacco-free generation. This objective is being pursued, on one hand, through a mix of fiscal policies aimed at significantly increasing prices and, on the other, by putting in place restrictions on the distribution, display and communication of tobacco products. The effectiveness of these measures is anyhow unclear, given the specific characteristics of the nicotine market and the market evolution observed in the last years, opening up the field to the increasing tobacco illicit trade, and in general the activities of criminal organizations, with potential billions of fiscal revenue losses over the last years.

## Logista in France: presence and business model

Logista is a key player in the distribution of products and services to proximity retailers in Europe. It distributes tobacco and convenience products, telephone top-ups or e-money, pharmaceuticals, books, publications and lotteries, among others, to approximately 200,000 points of sale in Spain, France, Italy, Poland, Portugal and the Benelux countries. Thanks to its end-to-end approach, Logista's distribution model ensures a complete integration of products, services and information flows, offering its customers a unique service proposition, from international transportation from factories to order collection and delivery to the point-of-sale, including customer care.

In France, Logista distributes to approximately 23 000 points of sale, providing them with a wide range of consumer products, tobacco-related products, food, beverages, stationery, electronic cigarettes and telephone top-ups or e-money. Logista also markets its Strator technology, present in the majority of tobacconists, allowing its clients to efficiently manage sales and stock, as well as providing an effective tool to expand the base of their business in the field of electronic transactions.

Logista is also present in France in the transport sector through Logista Freight, its company specialized in the management of long-distance and full-load transport.

The Group is committed to numerous sustainability initiatives designed to minimize the impact of its business, considering environment, society and business in a vision of mutual development.

Among other certifications, Logista has been listed for another year in the Leadership category of the CDP ("Carbon Disclosure Project"), which rewards world leaders in the fight against climate change. Logista is notably the only European logistics company to be listed in this category for eight consecutive years, reaffirming its commitment to the environment and sustainability.

Chapter 1

**A magnifying glass on the French economy, the macroeconomic variables affecting consumption and the logistics industry**

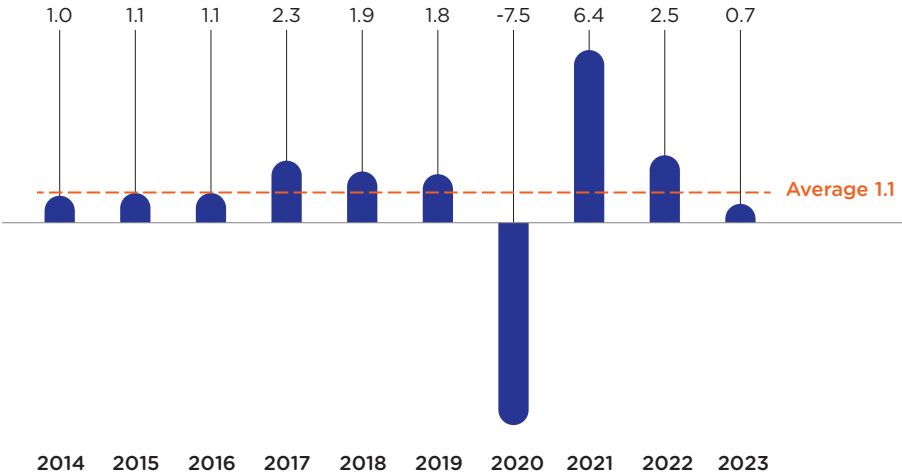


# 1.1 The macroeconomic context

This chapter relies on the macroeconomic indicators that describe the French economy, focusing on the impacts onto the consumer goods, and therefore, the tobacco industry. Moreover, the opening of this report gives space to a snapshot regarding the French logistics industry, partially zooming on the twin transitions and the recent geo-political events.

France, like many other countries, finds itself today within a highly complex geopolitical context, leading to a situation that can be defined as a “permanent crisis”, meaning a prolonged period of instability and insecurity. In total, TEHA Group has identified 17 factors of conjunctural crisis—among the main ones, the global COVID-19 pandemic and the conflict in Ukraine, the explosion of energy costs, the surge in inflation, the rapid cycle of interest rate hikes, the monetary policy activated by central banks, as well as the recent conflict in the Middle East. Never before have events of such magnitude, with such a significant impact on the country’s economic performance, taken place in the space of just a few months.

As shown in **figure 1**, in recent years the French economy has shown a gradual growth trajectory, with an average Gross Domestic Product (GDP) rate of 1.1% between 2014 and 2023. However, amidst this overall positive trend, France faced its most severe economic downturn since 1960 in 2020, marked by a significant GDP contraction of 7.5%.



**Figure 1.** France GDP Growth Rate (YoY%), 2014-2022.  
Source: TEHA Group elaboration based on World Bank data, 2024.

After the pandemic event, the country has started a slow but significant recovery from its economic challenges, as reflected in its above-average performance in the latest GDP assessment for 2023. As highlighted in **figure 2**, despite lagging behind some of its main European counterparts (Spain at 2.5% and Italy at 0.9%), France widely outperformed Germany (-0.3%), the first economy of the bloc.

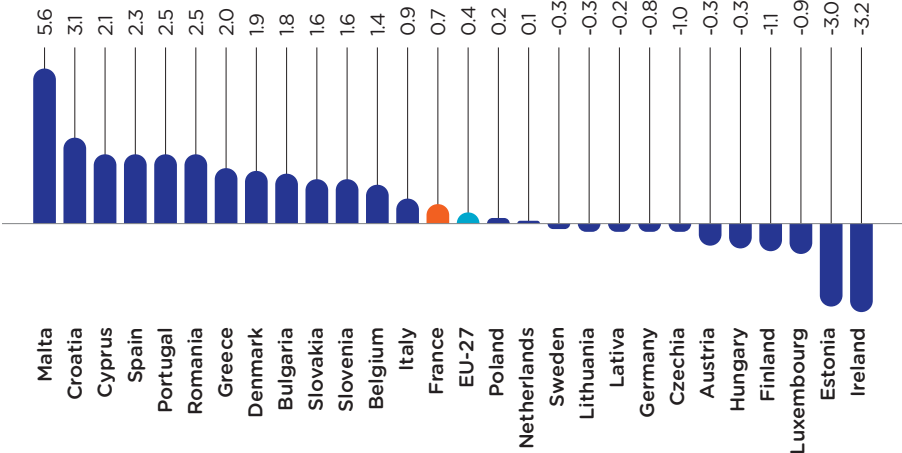


Figure 2. EU-27 GDP Growth Rate (YoY%), 2022-2023.  
Source: TEHA Group elaboration based on Eurostat data, 2024.

Also, the GDP forecasts for France, detailed in **figure 3**, indicate a rising growth trajectory for the years 2024 and 2025, with projected growth rates of 0.9% and 1.3%, respectively, despite falling slightly below the EU average in 2025.

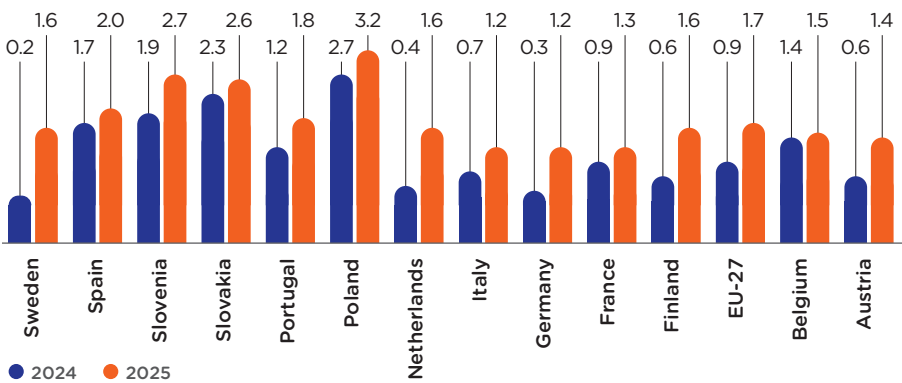
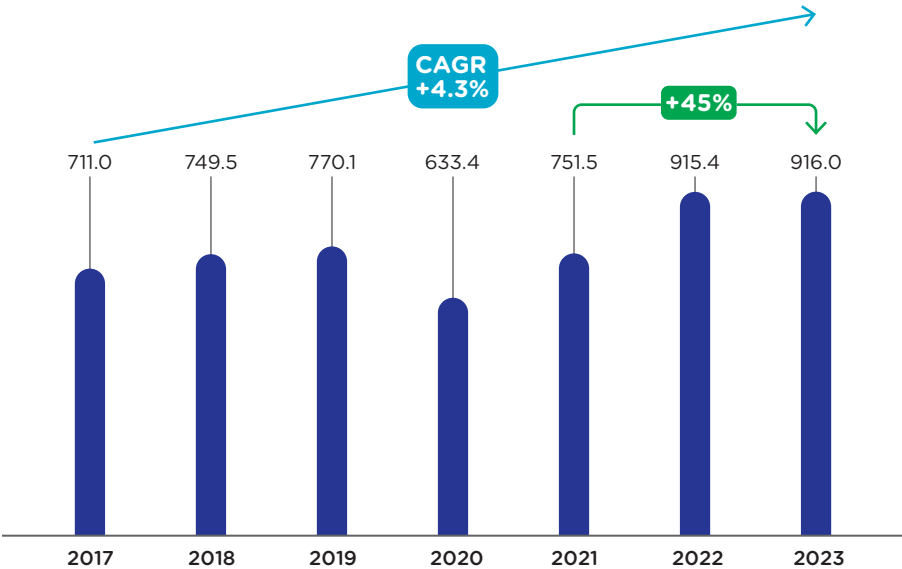


Figure 3. Economic Forecasts by country and EU-27 Average (%), 2024-2025.  
Source: TEHA Group elaboration based on Eurostat data, 2024.

In fact, in 2024, France’s projected GDP growth of 0.9% is perfectly in line with the EU average, indicating a level of economic performance in line with broader European trends while, looking ahead to 2025, France’s anticipated growth rate of 1.3% falls short of the EU average of 1.7%, suggesting a relative deceleration in economic momentum compared to the broader EU block.

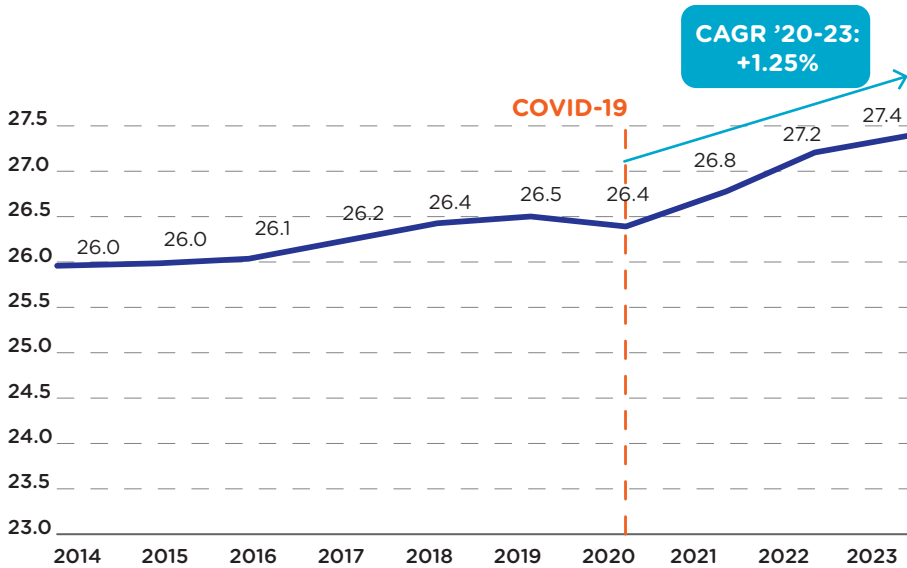
France’s export sector more than recovered from the pandemic, coming back much stronger than before after two years of reduced activity. Despite some structural weaknesses, including regulatory burdens and limited digitalization among small and medium-sized enterprises, **figure 4** shows how the exports overpassed the pre-pandemic levels, reaching 916 €Bn in 2023 (up 45% from 2020), with an overall yearly growth of 4.3% in 2017-2023.



**Figure 4.** French exports of goods and services (Billion Euros), 2017-2023.  
Source: elaboration by TEHA Group based on Eurostat data, 2024.

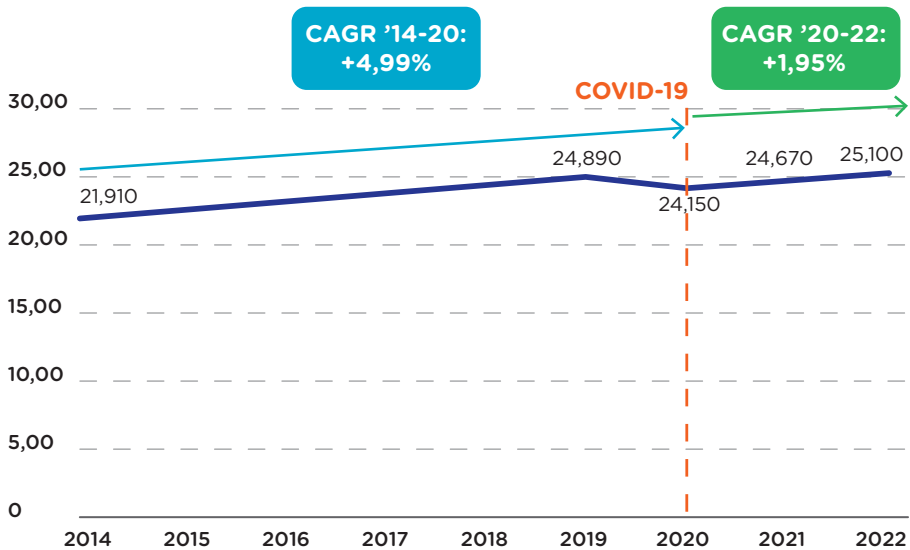
Labor market dynamics remained positive, with the unemployment rate declining to 7.3% in 2023 according to Eurostat data (see **figure 5**), reflecting improved economic conditions and job creation efforts. This translates into an increase in the total employed number of +3.8% (or +1.25% Compounded Annual Growth Rate “CAGR”) since the outburst of the pandemic event, topping 27.4 million employed people at the end of 2023.





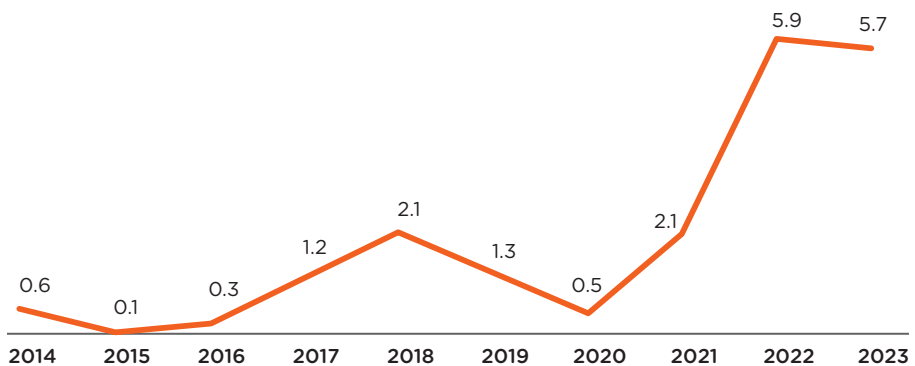
*Figure 5.* Employed in France (values in millions), 2014 – 2023.  
 Source: elaboration by TEHA Group based on Eurostat data, 2024.

Within the same time range, disposable income has shown a similar path. According to data from the French National Institute of Statistics and Economic Studies (“INSEE”), disposable income per capita in France increased steadily in the period 2014-2019, mainly driven by moderate economic expansion, improvements in labor market conditions, and government policies aimed at supporting household incomes. This trend was then sharply inverted in 2020, when lockdown measures and business closures resulted in job losses and reduced working hours, resulting in lower wages and income for many households and then bounced back to its pre-pandemic level. In the subsequent years, disposable income gradually recovered as the economy rebounded from the pandemic-induced recession. Government stimulus measures, such as income support programs and temporary tax relief, helped bolster household incomes and consumer spending. According to preliminary data from INSEE (see **figure 6**), disposable income per capita increased up to 25 100 € in 2022, overpassing 2019’s record, despite lower average growth rate (+1.95% CAGR’20-22) compared to pre-pandemic growth (+5% CAGR’14-19).



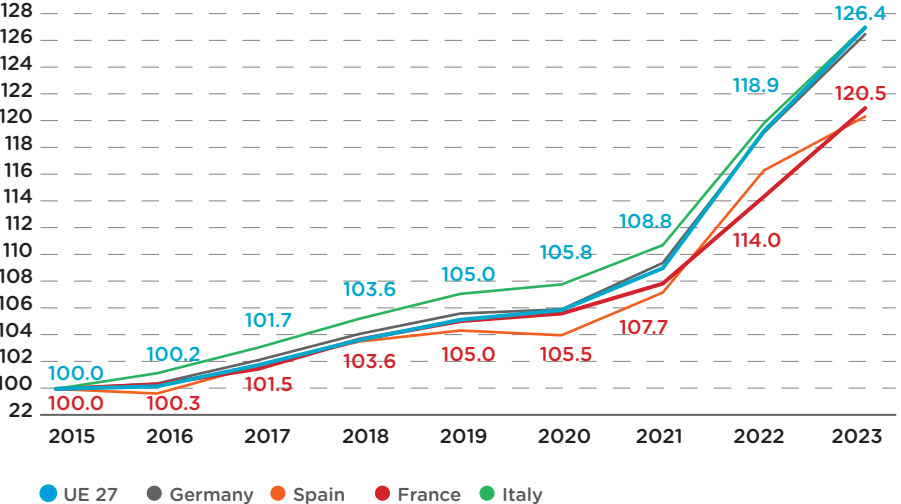
*Figure 6.* Disposable Income in France (Euro), 2014-2022.  
Source: TEHA Group elaboration based on INSEE data, 2024.

Therefore, despite a partial economic recovery, disposable income growth in France has encountered obstacles, including inflationary pressures, and increasing living expenses. In particular, high inflation rates observed in 2022 and 2023 have diminished the purchasing power of households, counteracting some of the improvements in disposable income. Over the past nine years, inflation in France has been influenced by various factors, leading to fluctuations that have affected consumer prices and the overall economy. As show in **figure 7**, the inflation rate from 2014 to 2023 has exhibited a diverse trajectory, mirroring shifts in both domestic and global economic landscapes.



*Figure 7.* Inflation Rate in France (%), 2014-2023.  
Source: TEHA Group elaboration based on Eurostat data, 2024.

The energy crisis, exacerbated by geopolitical tensions, imposed considerable inflationary pressures on the European economy overall, leading to a pronounced escalation in consumer prices. Among its main reference countries, France appears to have been one of the most effective countries in terms of containing inflation, particularly after the pandemic shock, as indicated in **Figure 8**. Despite French resilience, however, the country still has to face a cumulative increase in inflation of 15% since 2019.



**Figure 8.** Inflation by country and EU Average, Annual average Index, 2015-2023.  
 Source: TEHA Group elaboration based on Eurostat data, 2024.

This inflationary spike reflected the challenges posed by the energy crisis across Europe, which strained supply chains and drove up costs across various sectors of the economy. As shown in **figure 9**, in 2022 energy prices skyrocketed in France, reaching 15 years maximum in august, where the spot electricity prices topped 611.6 €/MWh, almost doubling the yearly average (317 €/MWh).

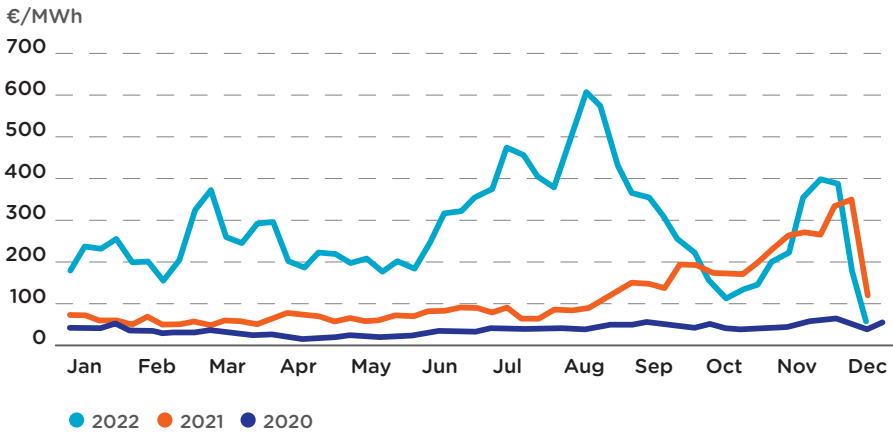


Figure 9. Spot Electricity prices in France, 2020-2022.  
 Source: elaboration by TEHA Group based on EPEX Spot data, 2024.

This was evidently a generalized situation; in comparing the primary EU economies, it's evident from **figure 10** that the prices attained in France during 2022, trailed slightly behind Italy (652 €/MWh) and slightly above Germany (585 €/MWh). Only Spain managed instead to maintain relatively more stable price levels, with prices at 168.9 €/MWh, as the country had never been heavily reliant on Russian fuel imports in the first place and its geographically diversified gas infrastructure has allowed it to avoid any supply disruptions. Despite the general increase in gas prices still had a significant impact on the Spanish economy, the Spanish government implemented various measures –including the Iberian Mechanism (price capping) – to control electricity prices and inflation.

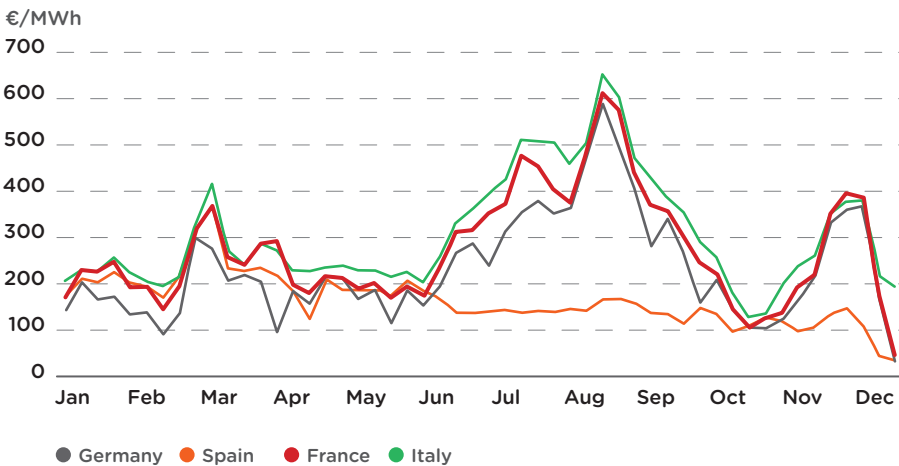
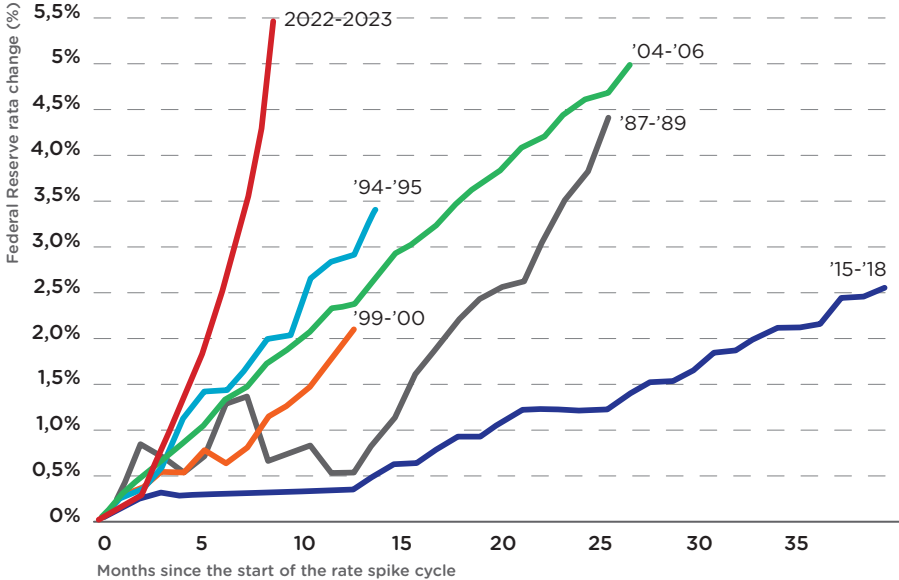


Figure 10. Spot electricity prices in France and on European markets, 2022.  
 Source: elaboration by TEHA Group based on EPEX Spot data, 2024.

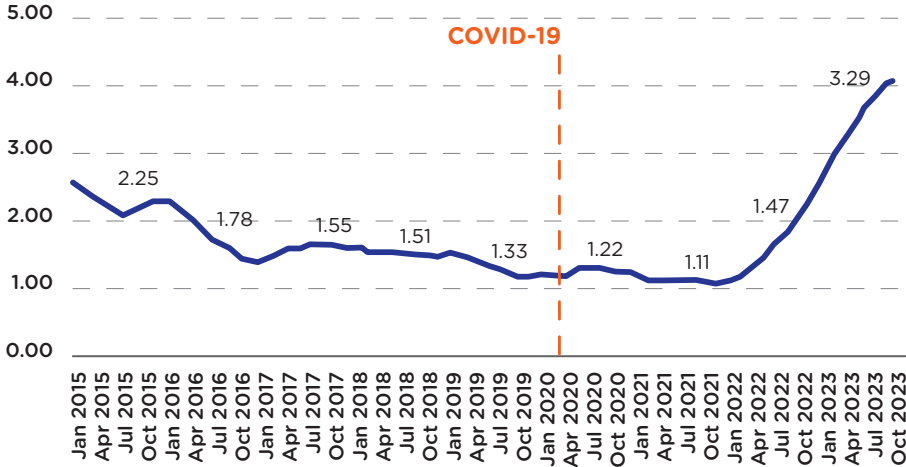
As a consequence, the French Government, alongside policymakers in the EU, implemented measures to mitigate the impact of rising prices on consumers and businesses, such as caps on regulated energy prices and the provision of subsidies targeting vulnerable demographics.

These macroeconomic conditions pushed Central Banks to start carrying out restrictive monetary policies. The U.S. Federal Reserve (“FED”), for example, has initiated the fastest cycle of interest rate hikes in the last 100 years, aiming to curb inflationary pressures and maintain economic stability. This move reflects concerns about rising prices and overheating in certain sectors of the economy. As exhibited in **figure 11**, the European Central Bank (“ECB”) has then followed this trend by raising the refinancing rate by 4,5% between July 2022 and September 2023, signaling a shift towards a tighter monetary stance to address inflationary risks and ensure price stability across the Eurozone.



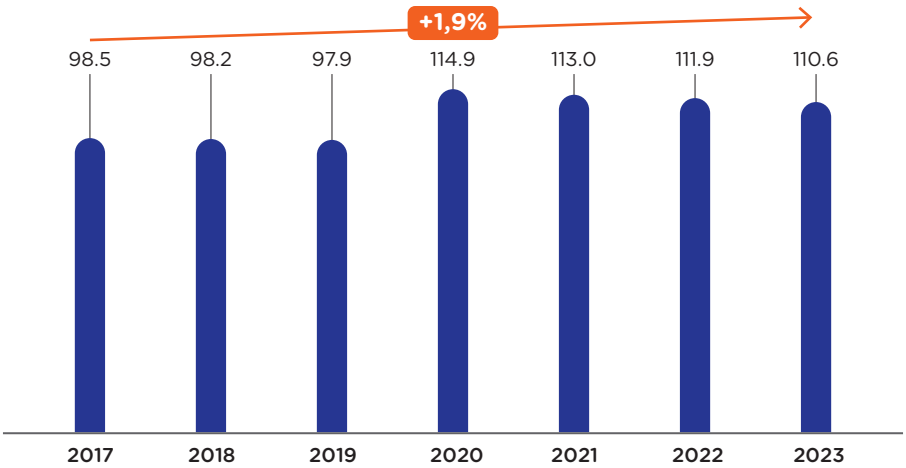
**Figure 11.** FED interest rates change in the current context compared to other periods of monetary tightening (%).  
 Source: elaboration by TEHA Group based on Federal Reserve data, 2024.

In France, the monetary tightening led interest rates on housing loans to almost triple from 2021 to 2023, reaching 4.04% in December 2023 and marking the maximum level of the last 8 years, as highlighted in **figure 12**.



**Figure 12.** Mortgage interest rates in France, Jan-2015-Dec-2023.  
 Source: elaboration by TEHA Group based on data from Bank of France, 2024.

Despite concerted efforts to mitigate the repercussions of the aforementioned energy crisis and the consequent unfolding of higher interest rates, France’s public finances faced challenges, with the general government debt reaching 115% of GDP in 2020 and only marginally reducing after the pandemic, as shown in **figure 13**.



**Figure 13.** France Public Debt of France as a percentage of GDP (%), 2017-2023.  
 Source: elaboration by TEHA Group based on Eurostat, 2024.

The decline in the debt was primarily driven by economic growth and continued dynamism in tax revenues, alongside the phasing-out of most pandemic-related emergency measures. However, these deficit-reducing effects were partly offset by the budgetary cost of measures adopted to mitigate the impact of high energy prices and inflation. Additionally, the interest burden on debt increased substantially, mainly driven by bonds indexed to inflation. Despite these improvements, France's public debt remained high, reaching 110.6% of GDP in 2023.

In conclusion, the consumer product industry in France faces multifaceted challenges amidst a turbulent socioeconomic landscape. The current macroeconomic scenario grapples with a "permanent crisis," influenced by factors such as geopolitical tensions, energy price surges, and inflationary pressures.

Despite these challenges, France has exhibited a resilient but gradual economic growth trajectory in recent years, with fluctuations due to events like the global COVID-19 pandemic and geopolitical conflicts. While the GDP forecasts for 2024 and 2025 suggest a moderate growth trajectory slightly below the EU average, France has made strides in various economic indicators. Export performance, though impacted by the pandemic, has shown signs of recovery, with exports surpassing pre-pandemic levels. Additionally, labor market dynamics have improved, with declining unemployment rates and a steady increase in total employment figures. Disposable income, after experiencing a sharp decline during the pandemic, has rebounded, reaching record levels in 2022. However, inflationary pressures pose challenges, with consumer prices surging in response to the energy crisis, exacerbating the cost of living for households.

## 1.2 The current trends in the logistic industry

The logistics sector is a vital part of the world economy, linking businesses and manufacturers to customers across the globe. The industry has seen significant growth in recent years and will keep growing for the next few decades. In fact, by 2050, global freight volumes are expected to triple.

But this ongoing growth also presents a major challenge for global climate targets. In 2019, logistics was responsible for nearly 10% of global greenhouse gas emissions. Without major reforms to the logistics and freight transport sectors, emissions will keep increasing at a high rate, with much of the new emissions coming from land transport in developing countries and international sea shipping.

However, there are ways to avoid this scenario and the green transition has emerged as a pivotal tool in tackling the above-mentioned challenges. On that note, countries have many options available to dramatically lower the climate footprint of logistics. One key option is to improve spatial planning. By bringing economic activity and logistics facilities closer together, efficiency would increase, the total distance that goods need to travel would decrease, and emissions would drop. Appropriate pricing measures can also encourage actors across the industry to reduce their climate impact. Other big changes relate to freight transport, such as moving to cleaner transport modes, enhancing vehicle fuel efficiency, and increasing the use of greener fuels.

In addition to environmental challenges, the COVID-19 pandemic and subsequent geopolitical tensions have highlighted the vulnerability of global supply chains, revealing extensive dependencies on specific geographical regions, sectors and transport routes. In France, these events have led to significant changes in the logistics landscape, requiring adaptations to ensure the resilience and continuity of the supply chain.

During the first lockdown in 2020, France experienced a downturn in logistics sector revenue due to reduced international trade flows, despite the surge in e-commerce activity helped mitigate this decline, highlighting the sector's adaptability.

These trends, combined with broader geopolitical dynamics favoring economic decoupling between the US and China, signal a new phase characterized by a reshaping of globalization dynamics and the shortening of global supply chains.

Although short-term difficulties have slowed down transformation processes, particularly those aimed at energy transition, the importance of agile supply chains for the economic system has become increasingly evident in the medium to long term.



This is where the digital transition comes into play, as it represents the solution to a growing need for greater efficiency, flexibility and resilience of supply chains and of the logistics sector in general. Both providers and shippers are transitioning from foundational technology to leading-edge solutions, resulting in greater complexity and sophistication of the adopted solutions. These technologies can effectively address the main pain points of transportation and warehousing alike, such as driver and performance management, labor shortages and productivity improvement.

Digital yard management and digital warehouse twin are just some of the many tools that can be developed through the digital transition to better the logistics industry.

The combination of the green and digital transition is referred to as “twin transitions” which is emerging as the most sensible and responsible future proofing tool for organizations.

In order to carry out a comprehensive analysis of the French logistics sector and compare it with peer countries such as Germany, Spain and Italy, it's essential to look in detail at several dimensions, namely the size and structure of the logistics market.

## **1.3 The market size and structure: comparative analysis with the main European partners**

This section presents some useful indicators to frame the macro dimension of the sector in France and then compares it with the main European reference countries (Germany, Spain and Italy).

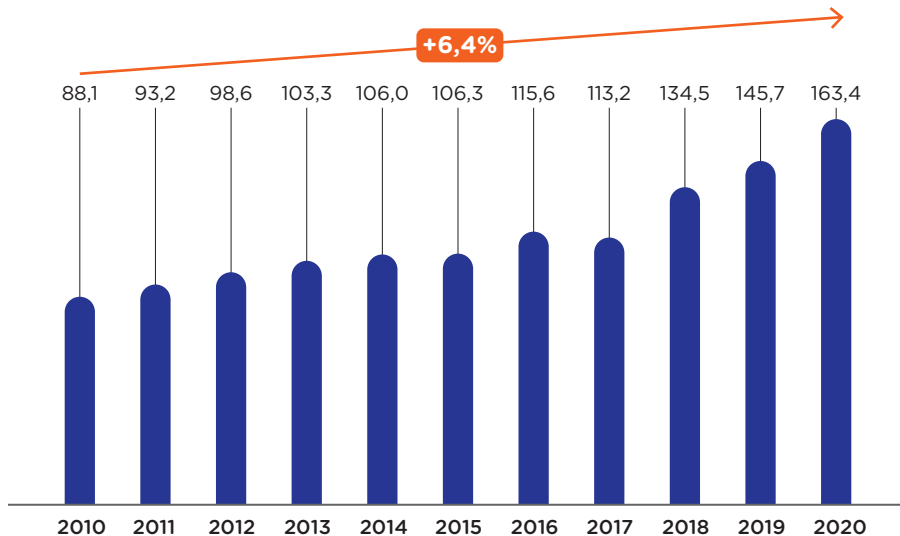
The analysis of the distribution sector must take into account the way this aggregate is collected and measured, facing some methodological limitations inherent in its reconstruction. In particular, the latest data sets provided by Eurostat are updated to 2020.

Even assuming that, under normal circumstances, a country's production structure tends to maintain a certain level of stability and to not undergo major changes in the short term, there is no doubt, however, that an extraordinary situation such as the conflict in Ukraine and the consequences (commodity and energy crises) that followed on the European side deeply affected the production systems of France and its territories. It is therefore important to emphasize how the snapshot offered in this study shows the scenario of the distribution sector in the pre-conflict context.

The starting point of the analysis is the identification of essential economic indicators and values at national level. To do this, it is necessary to understand their main dimensions and distribution and evolution over time.

### 1.3.1 The demographics (number of firms)

The first element is demographics. In France, the number of companies in the distribution sector has increased significantly from 88 000 in 2010 to more than 163 000 in 2020, almost doubling in 10 years. However, it is important to observe that this strong growing trend is likely to have been influenced by the introduction, in January 2009, of the “auto-entrepreneur” status, which simplifies the process of registering and running the smallest sole-trader businesses. As a simple indication, the number of general micro-enterprises in France has grown by one third from 3 million units in 2011 to 4 million units in 2020 (Statista, 2024). In 2023, 29% of auto-entrepreneur activities in France fall into the general commercial category (European Union data, April 2024). Even assuming no changes since 2020 levels this would correspond to over 2.4 million auto-entrepreneur activities in the general commercial category, of which approximately 0.6 million new general activities since 2011 (see **figure 14**). Despite the absence of more details for the specific logistic sector, even assuming that only 1% (or 60 000 units) of these new activities would be specifically related to logistics, this number would be enough to substantially explain all the volatility that has taken place in the sector numerosity during the last decade.



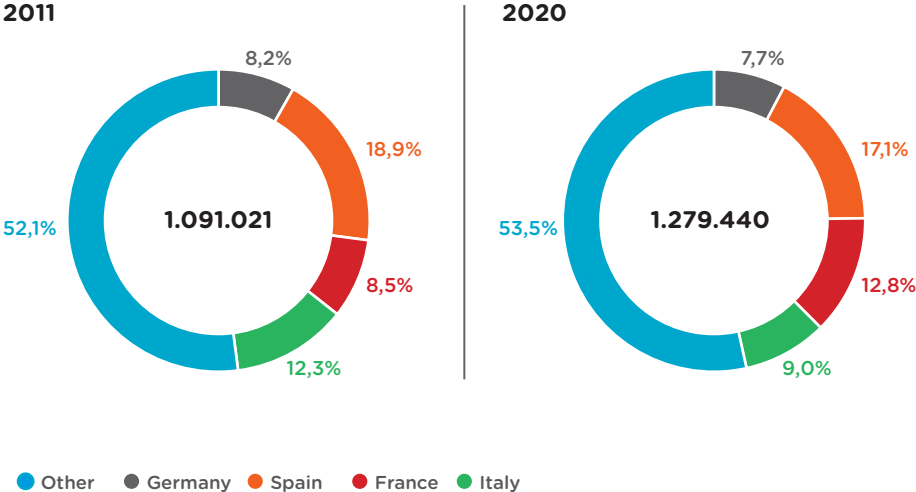
*Figure 14.* Trends in the distribution sector by number of firms in France: number of active firms (total number in thousand units) and growth rate (CAGR (total and overall growth), 2010-2020).

Source: elaboration TEHA Group on Eurostat data, 2024.

In comparison, other major European countries show more moderate trends: Spain remained stable overall (+0.4% CAGR 2010-2020), ranking first with 218 thousand enterprises in 2020; Germany, with 98 000 in 2020 (+1.2% CAGR 2010-2020), ranks last in the panel considered, temporarily excluding enterprise size from the analysis. Only Italy showed a downward trend, with the number of enterprises decreasing steadily from 135 000 in 2010 to 115 000 in 2020, a decrease of -1.6% compared to the previous year.

Overall, as shown in **figure 15**, the number of enterprises in the distribution sector in the euro area is expected to grow moderately but steadily (+1.8% CAGR) from around 1.1 million in 2011 to almost 1.3 million in 2020. As a percentage of the total number of EU27 enterprises, France accounts for 12.8% of the total in 2020, an increase of more than 4 percentage points (p.p.) compared with 2011.

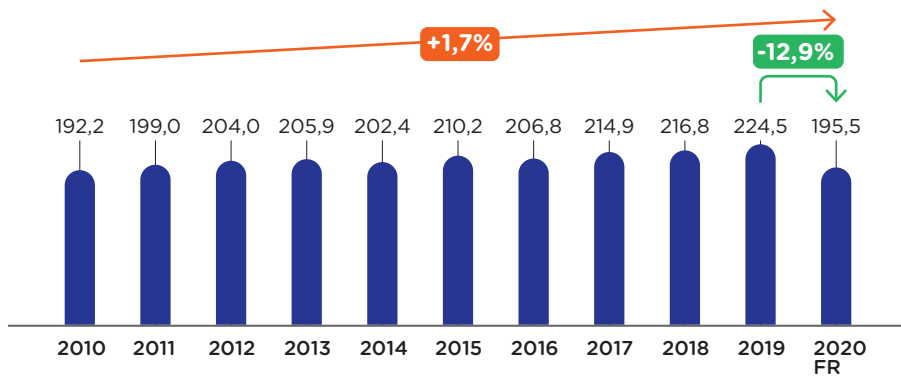
In comparison, only Spain leads with 17.1% of the total, although also down almost 2 p.p. from 2011, while the next countries are Italy with 9% of the total (down more than -3 p.p. from 2011) and Germany with 7.7% (essentially stable since 2011).



**Figure 15.** Composition of the distribution sector by number of firms: total EU27 absolute value in units and percentage of total, 2011 and 2020.  
 Source: elaboration TEHA Group on Eurostat data, 2024.

### 1.3.2 The turnover

Taking into account the size factor, i.e., considering the **turnover** of the distribution sector, France is a European powerhouse in the logistics industry. According to Eurostat data, it has a robust market valued at 196 €Bn in 2020. In particular, the country recorded a moderate growth (+2% CAGR) from 192 €Bn in 2010 to 224 €Bn in 2019 before the pandemic slump in 2020 to 196 €Bn (-13%), essentially returning to the level of 2010 (see **figure 16**).



**Figure 16.** Distribution Sector Trends by Turnover in France: Billions of Euros and Growth Rate (CAGR 2010-2019, variance 2019-2020), 2010-2020.

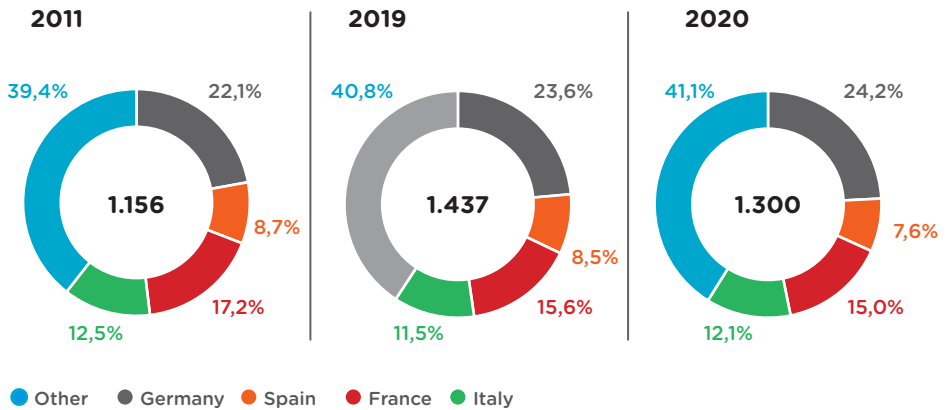
Source: elaboration TEHA Group on Eurostat data, 2024.

Overall, the benchmark countries show moderate growth over the period. Germany ranks first in terms of size with 314 €Bn in 2020 despite a loss of -7 p.p. compared to 339 €Bn in 2019 after nearly 10 years of growth. France is followed by Italy with moderate growth (+1% CAGR) from 144 €Bn in 2010 to 157 €Bn in 2020, a value 5% lower compared to the 2020 peak of 166 €Bn. Spain ranks last in terms of size at 99 €Bn (returning to 2010 levels), pulled down by a loss of almost 20% compared to 2019.

Also confirmed at the overall level in the Euro Area (see **figure 17**) is a yearly turnover growth of +3% from a total of 1156 €Bn in 2011 to 1437 €Bn in 2019. The pandemic year has seen a decrease of -9.6% to 1300 €Bn.

As a percentage of the EU27 Turnover, France represents 15% of the total in 2020, down 2.2 p.p. on 2011, amplified by the pandemic.

In comparison, Germany ranks first in 2020 with 24.2 % of the total; France is followed by Italy with 12.1% of total Turnover; last is Spain with 7.6% of the total Turnover.



**Figure 17.** Distribution sector trends by Turnover: total EU27 absolute value in Billion Euro and percentage of total Turnover, 2011, 2019 and 2020.  
 Source: elaboration TEHA Group on Eurostat data, 2024.

In addition, each country has unique strengths in specific industries. Countries with a more robust industrial base may see higher revenues from logistics related to manufacturing and heavy machinery, while countries with strong agricultural and tourism sectors could see higher revenues from food and beverage logistics and temperature-controlled transport. Also, fashion and luxury goods powerhouses such as France and Italy could benefit from specialized logistics solutions for these sectors.

France’s strategic location in Western Europe, coupled with its well-developed transport infrastructure (including extensive road networks, major ports and international airports), positions it as a key gateway for international trade. This strategic advantage can translate into increased revenue opportunities for French logistics companies handling international freight forwarding and cross-border transport.

### 1.3.3 The average size

In terms of average dimension, French market is characterized by a dynamic ecosystem teeming with a diverse range of players:

- **Multinational Giants:** established multinational logistics firms, leveraging their global reach and extensive infrastructure to handle large-scale operations. These companies offer a comprehensive suite of services, from international freight forwarding to complex supply chain management solutions.
- **SME Powerhouse:** France is also home to a thriving network of small and medium-sized enterprises (SMEs) specializing in logistics. These agile players often focus on regional or niche markets, providing a crucial element of flexibility and adaptability within the overall market structure.

France's logistics sector tends to have higher average turnover figures than Italy and Spain, due to factors such as higher demand for logistics services, greater international trade volumes and a larger customer base.

The average turnover of logistics companies in France varies significantly depending on factors such as company size, specialization and market dynamics. However, aggregated data show that the average turnover of the French logistics sector has been declining steadily since 2010, reaching €1.5 billion in 2019, before falling to €1.2 billion during the pandemic shock. Current official data do not allow to establish if, a post-pandemic recovery has already taken place, as might reasonably be expected. In any case, the long-term trend appears to go in the direction of a more fragmented market, likely affected also by the growing number of auto-entrepreneurs in France as mentioned above.

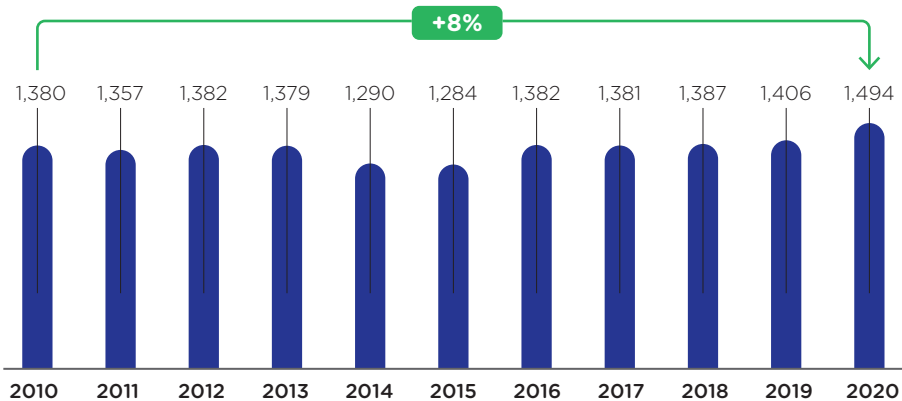
In summary, the analysis of long-term trends tends on average turnovers shows that under the dimensional aspect France distribution sector might be losing some position respect to Italy, which has a trend of consolidation. The French logistics market is becoming increasingly fragmented, probably as a result of recent regulations governing micro-businesses. On a more stable note, Germany keeps consolidating its leading position as the most structured European market, with Spain lagging behind all reference countries apparently due to structural reasons.

### 1.3.4 The Employment

The logistics sector in France is a significant source of employment, providing jobs for a large and diverse workforce in various occupational categories, such as truck drivers, warehouse operators, logistics coordinators and supply chain managers.

The size of the logistics workforce in France tends to be commensurate with the extensive network of companies and the scale of logistics operations.

As highlighted in **figure 18**, France employed 1.5 million people in the distribution sector in 2020, up +8% from 1.4 million employed in 2010.



**Figure 18.** Trend in the number of Employment in the distribution sector in France: absolute value in thousand units and growth rate (overall growth), 2010-2020. Source: elaboration TEHA Group on Eurostat data, 2024.

The number of people employed in the sector remains broadly stable until 2020 (despite the pandemic impulse) in all reference countries except Germany. The latter has the largest number of people employed in the distribution, 2.2 million in 2020, notably due to a strong growth trend of 28% overall (+4% CAGR) between 2010 and 2017. Just below France is Italy with 1.1 million of people employed in 2020, +2% overall from 2010. Spain has the fewest number of people employed in the sector in 2020, 0.9 million, despite an overall increase of +1% from 2010 and this after an overall decline in employment of -9% from 2010 to 2015, which was essentially neutralised by the subsequent recovery in employment at +2% CAGR.



In terms of employment in the sector, France (1.5 million people employed) is therefore in a position of moderate growth (+8% overall compared to 2010), outperforming the other reference countries, with the exception of Germany (2.2 million people employed), which increased its workforce by almost a quarter compared to 2010. At first glance, therefore, a process of structural reorganization within the sector appears to have occurred at the European level.

## 1.4 Key takeaways

Despite strong French resilience, the pandemic shock and the Ukrainian war have modified several structural market conditions. Among the most relevant ones, they have put sudden and significant pressure on energy prices and inflation, forcing governments to take corrective measures to preserve their fiscal balances. Among such measures, one of the most common ways considered to increase tax revenues is to increase excise taxes on tobacco products, also because of their wider acceptance in view of their potential positive impact on public health. However, as we will show in the continuation of this study, the sudden way in which this fiscal policy was implemented in France may not have had the same positive effect as expected, neither in terms of increasing tax revenues nor, above all, in terms of improving public health.

At the end of the first year of the pandemic shock, the distribution sector in France had returned overall to its 2010 level of turnover (195 €Bn in 2020), despite a lower contribution to total European turnover (growing overall to 1300 €Bn in 2020, but 10% below the 1437 €Bn in 2019). However, the pandemic decline in the sector's turnover was accompanied by an increase in employment in the sector (1.5 million). This dynamic appears to have contributed to a deterioration in productivity per employee in the short term, but at a structural level it could conceal an undersupply of the sector in relation to the needs of the target market, growing until 2019.

The war and energy shocks (in addition to the pandemic shock) have highlighted the centrality of global supply chains in the current economic system, while at the same time highlighting all its critical issues and placing the distribution sector at the centre of a series of necessary adjustments in terms of flexibility, collaboration, sustainability, digitalisation and omni-channel. This situation raises important questions about how the sector will evolve in the future, compared with its pre-pandemic and pre-war health.

Despite France clearly appears to maintain an overall healthy and growing logistic sector, some shadows may appear to undermine its long-term competitive advantage, as the industry is currently losing market share to its major peers in Europe and dealing with increasing market fragmentation. Smaller companies can certainly be a threat to the industry, but they can also be an opportunity as the share of last-mile logistics grows. In fact, small and medium-sized companies are usually more flexible and, in some cases, can be more innovative and able to meet the challenges of the green and digital transitions.

The pressure of global economic activity on the environment is reaching a breaking point, and despite its undeniably fundamental role in the global economy, logistics is a significant contributor to global pollution and for this reason

it is being called to action using all available tools including a combination of digital and environmentally friendly solutions, within the broader framework of the twin transitions. In fact, the green transition is the effort of rendering economies more environmentally sustainable, but also making them more resilient to future shocks. The tools to make the green transition happen are the implementation of climate adaptation and mitigation measures and the ability to catalyse green investments. On the other hand, the digital transition can be defined as an enabling process with the aim to develop human-centric, resilient and sustainable industrial ecosystems. Every policy choice, from those related to connectivity to the use of artificial intelligence (“AI”) and the collection and sharing of data, should be aligned with these principles and goals.

The twin transitions can make a positive impact by ‘greening’ technology, data assets and infrastructures while accelerating sustainability across the organization. Indeed, the capacity to efficiently manage such twin transitions will mark the growth trajectory of the industry in the coming years.



Chapter 2

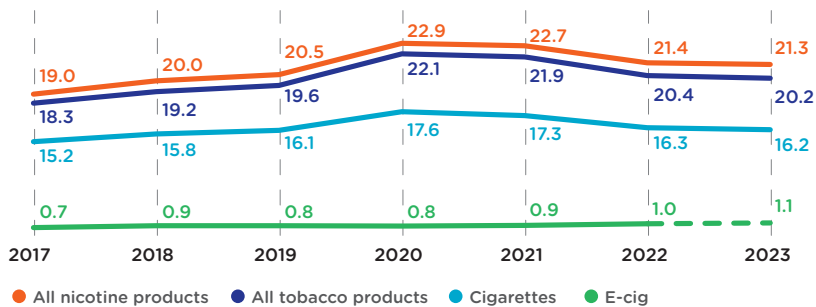
**The evolution  
of the French  
nicotine market**



## 2.1 The evolution of tobacco and e-cig consumption

The evolution of the French tobacco market in recent years would, at first glance, appear quite straightforward in terms of values (total Retail Selling Price, RSP). In fact, all tobacco products would appear, in nominal value, slightly growing from 2017 to 2019 (from 18.3 to 19.6 €Bn). The pandemic shock with its forced limitation of cross border effects and limitation of criminal networks movements, sharply increased the value to approx. 22 €Bn in 2020 and 2021. In the last two years, with the end of the pandemic shock, the value sharply decreased to approx. 20 €Bn, with a further decreasing trend.

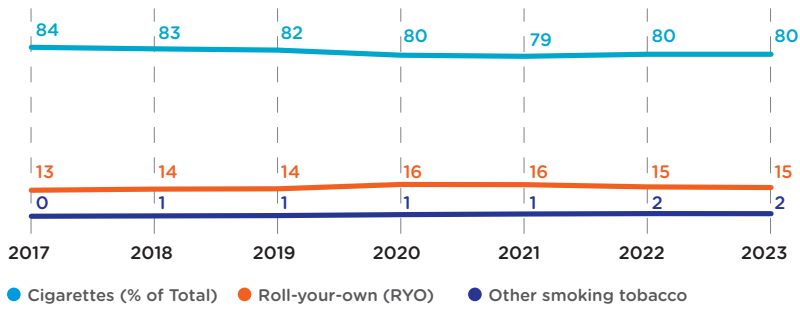
New Generation products (i.e.: alternative products to combustible tobacco for nicotine users), have shown a rather moderate growth respect to some other European countries (e.g. Italy, UK or Sweden) where they have been gradually substituting traditional products, with e-cig growing still at single digit (8% CA-GR in 2017-2022).



*Figure 1.* Annual changes in French tobacco products and e-cig consumption (Total value), (in €Bn), 2017-2023.

Source: elaboration TEHA Group on Logista France and Euromonitor data, 2024.

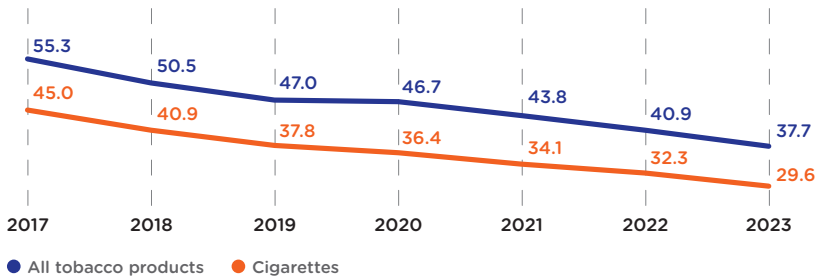
Market composition in percentage terms appears rather stable in terms of the different categories. French tobacco market appears substantially represented by cigarettes, firmly accounting for over 80% of the tobacco market since 2017, with only marginal adjustments, particularly during the pandemic, with roll-your-own tobacco (RYO) and pipe tobacco, both slightly increasing their market share (2 p.p. each). New Generation Products, although moderately growing in terms of economics, represents a limited share of the French market, which is not presenting yet the same level of transition to the alternatives of tobacco as other countries.



**Figure 2.** Annual share of cigarettes as a percentage of total French tobacco consumption (Total value), (in %), 2017-2023.

Source: elaboration TEHA Group on Logista France data, 2024.

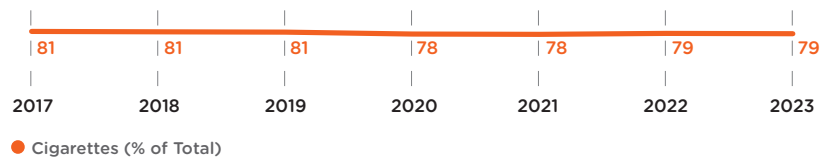
At a closer look, however, the evolution of the French tobacco market appears far less linear than anticipated. In fact, despite being relatively more stable in terms of value, the whole market has been steadily decreasing in terms of legal volumes from 55.3 billion units in 2017 to 37.7 billion units in 2023 at (-6% CAGR 2017-23).



**Figure 3.** Annual changes in French tobacco products and e-cig consumption (Total volume), (in billion units), 2017-2023.

Source: elaboration TEHA Group on Logista France data, 2024

This considerable decrease has not impacted just cigarettes, which still represent a very stable share of total tobacco volumes (QTY). In fact, cigarettes share appears even more stable in volumes (firmly around 80% of the market) than in values.



**Figure 4.** Annual share of cigarettes as a percentage of total French tobacco consumption (Total volume), (in %), 2017-2023.

Source: elaboration TEHA Group on Logista France data, 2024.

Summarizing the French tobacco market into a single picture, we can hence distinguish two separate trends:

- Stable values, with a moderate +2% CAGR from 18.3 €Bn in 2017 to 20.2 €Bn in 2023 even though slightly decreasing since 2021;
- Falling legal volumes, with a steady -6% CAGR from 56.3 billion units in 2017 to 37.7 billion units in 2023.

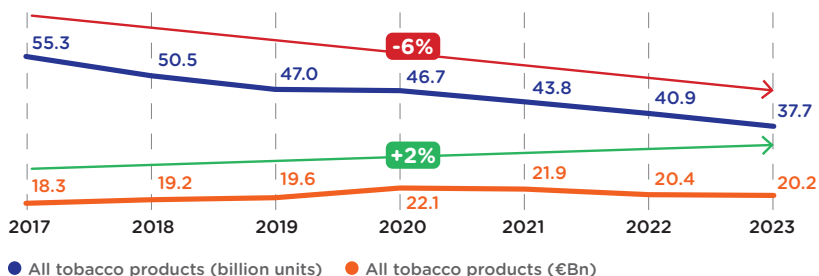


Figure 5. Annual changes in French tobacco consumption (Total value and volume), (€Bn and billion units), 2017-2023.

Source: elaboration TEHA Group on Logista France data, 2024.

Again, total tobacco trend in France is substantially identical to the cigarettes trend (except for a slightly lower increase in value and a slightly higher decrease in legal volume):

- Stable values, with a moderate +1% CAGR from 15.2 €Bn in 2017 to 16.2 €Bn in 2023;
- Falling legal volumes, with a steady -7% CAGR from 45.0 billion units in 2017 to 29.6 billion units in 2023.

Hence, at its current state, French tobacco market can safely be analyzed by focusing on cigarettes, considering both their trend and their percentage (appr. 80%) of total tobacco market.

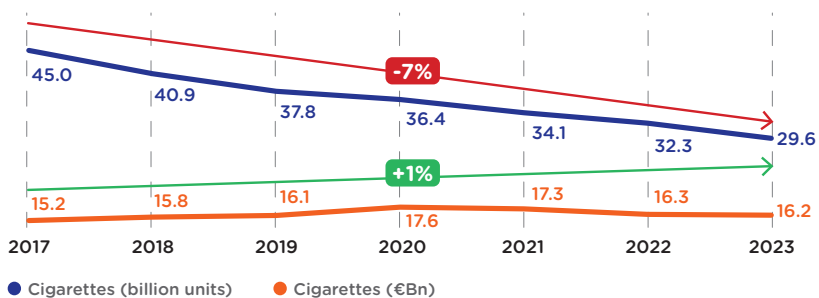


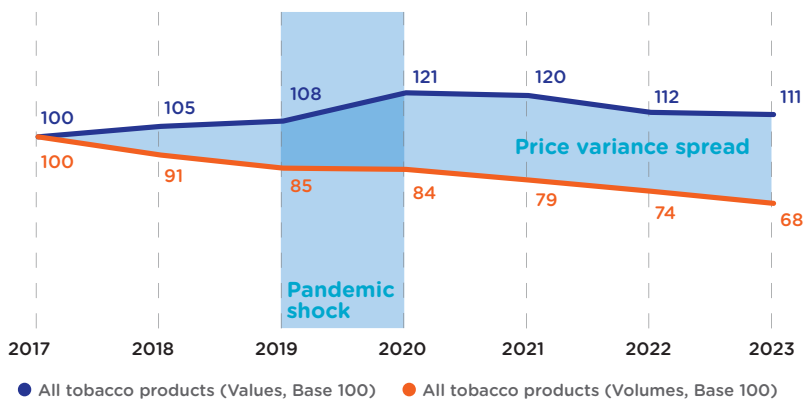
Figure 6. Annual changes in French cigarettes consumption (Total value and volume), (€Bn and billion units), 2017-2023.

Source: elaboration TEHA Group on Logista France data, 2024.



## 2.2 The price dynamics and taxation of tobacco products

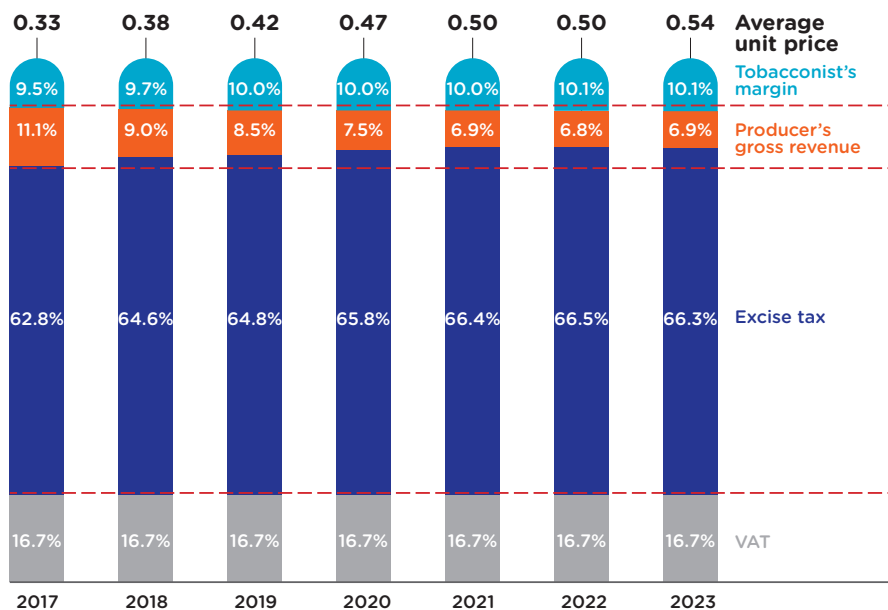
From the combination of volumes and values trends (set to 100 at 2017 levels to allow comparability) it is easy to assess that the French tobacco market value increase in recent years has been, in fact, entirely driven by price, with a clear and lasting increase in the price variance spread and, particularly, a price differential in trend of appr. 40 p.p. resulting from the pandemic shock (+14 p.p.) and the pricing policies adopted. Therefore, it is evident that price/volume mix in the French cigarettes market has been strongly affected during the pandemic in a structural, non-temporary way.



**Figure 7.** Annual changes in French tobacco consumption trend (Total value and volume) (Base 100 = 2017), 2017-2023.

Source: elaboration TEHA Group on Logista France data, 2024.

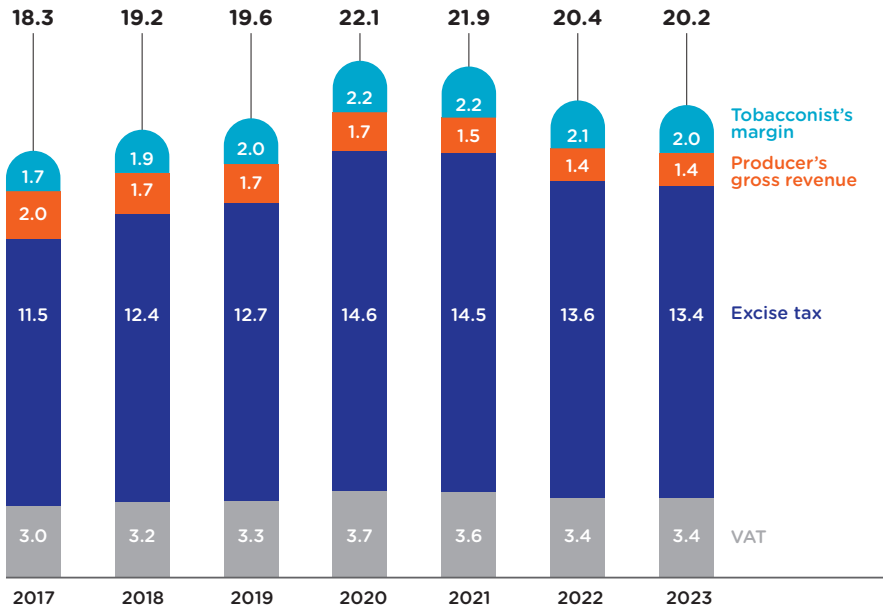
Looking more closely at this price dynamic, we can safely observe that these increases in prices per unit have not determined an increase in margins for market players but, as predictable, have instead been driven by the increase in taxation and, in particular, in excise tax. In fact, excise tax incidence on total unit price (RSP per unit) steadily increased from 62.8% in 2017 up to 66.3% in 2023, at the expense of producer's gross revenue, which has conversely been eroded from 11.1% in 2017 to 6.9% in 2023. Regarding the other components, VAT has not changed its incidence, while tobaccoists' margin increased from 9.5% in 2017 to 10.1% in 2023.



**Figure 8.** Annual changes in French tobacco price composition (RSP per unit), (100% graph with Total RSP in € per unit and % share of Total RSP), 2017-2023.  
Source: elaboration TEHA Group on Logista France data, 2024.

From a fiscal point of view, we can clearly see two opposite trends:

- An initial increase in fiscal revenues, up to a total level of 18.3 €Bn (14.6 total excise tax + 3.7 €Bn VAT) during the pandemic peak. It is worth to notice that these figures also include the taxation generated by the New Generation Products of the category Heated Tobacco, which is anyhow marginal in France. Indeed, there is no excise taxation applicable to e-cigarettes, policy that some other countries introduced to offset the reduction of traditional tobacco, even in a limited percentage to take into account the potential reduced impact on public health;
- A sudden decrease of 1.2 €Bn in fiscal revenues (1 €Bn excise tax + 0.2 €Bn VAT) in just one year (2022) at the end of the pandemic. This might already be a first raw indication of how much fiscal revenues the government may actually be losing to the illegal market after the end of pandemic restrictions. As the following evidence related to tobacco prevalence and price elasticity will show, actual fiscal losses may actually be much higher, and only a minor fraction of this reduction may actually be caused by a real decrease in consumption.



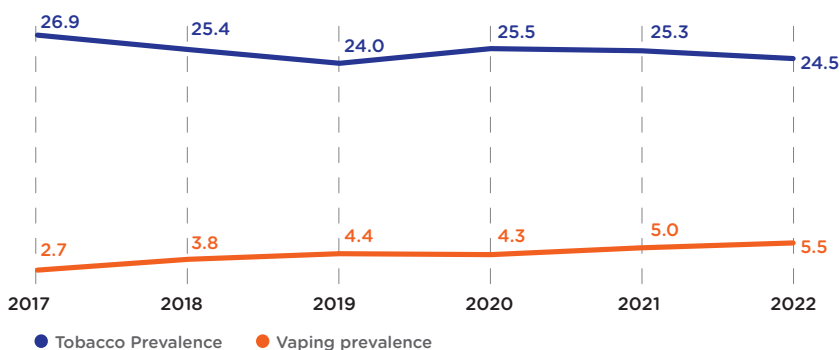
**Figure 9.** Annual changes in French tobacco consumption composition (Total value in €Bn), 2017-2023. Source: elaboration TEHA Group on Logista France data, 2024.

In fact, at a first glance, French market trend over recent years may overall appear to have proven a successful public health policy, coherent with its final objectives of reducing tobacco consumption. Up to the end of the pandemic, not only official consumption volumes from the population have been steadily decreasing following an aggressive pricing policy, but such policy also resulted not only fiscally neutral (pre-pandemic), with no significant consequences on overall French fiscal income, but even strongly cash-positive (during the pandemic), with a sudden increase of 2.2 €Bn (1.8 €Bn excise tax + 0.4 €Bn VAT) in 2020.

A closer look, however, shows that this representation may be subject to major flaws.

## 2.3 The prevalence data: incoherence with volumes and alternative policies

A first shadow of doubt is cast by the data on smoking prevalence. As shown by official data<sup>1</sup>, tobacco prevalence in France has actually increased since 2019 levels. Surprisingly, this pandemic increase on cigarettes was even more sudden than vaping, the only significant New Generation Tobacco product in France. It is also worth noting that the most important year-on-year decrease in tobacco prevalence (-1,5 p.p.: 2018 vs 2017) corresponds with the highest increase in vaping prevalence (+1,1 p.p.).

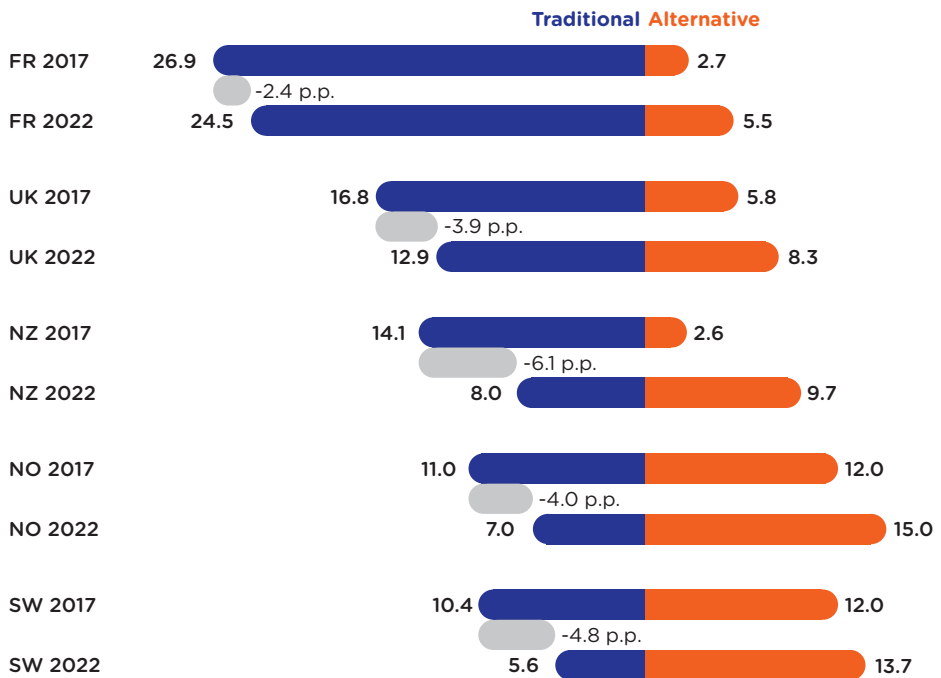


*Figure 10.* Annual changes in French Tobacco and vaping prevalence, (% of population aged 18-75YO), 2017-2022.

Source: elaboration TEHA Group on Santé Publique France data, 2024.

By itself, prevalence data would be enough to cast doubt on the actual effectiveness of the fiscal policy on tobacco, applied in France. According to OECD data (2000 to 2022 or latest), since 2000 France stands out with a decrease of only 18 % in prevalence, while some countries have managed to drastically reduce the prevalence of daily smoking. This is the case in Norway (-78%), New Zealand (-68%), the United Kingdom (-53%), and Sweden (-49%), where alternative consumption has largely replaced cigarette consumption. Such other countries, apparently, succeeded in reducing smoking prevalence not just with fiscal policy alone, but with a mix of other policies. In fact, these countries are showing a clear trend of substitution of traditional tobacco products towards alternative products (smoke free), under the assumption that these may reasonably be risk-reduced products, even though not risk-free. Notably, Sweden is about to become the first smoke free country reaching the threshold of 5% smoking prevalence.

1 Santé Publique France health barometer, december 2022.

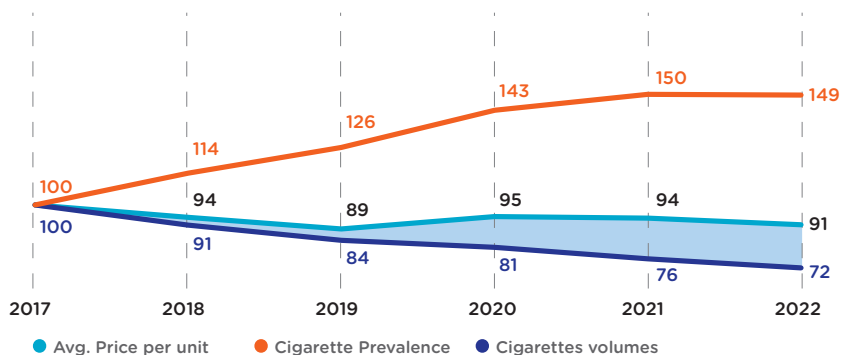


Acronyms: FR (France), UK (United Kingdom), NZ (New Zealand), NO (Norway), SW (Sweden).

**Figure 11** Changes in traditional and alternative (smoke free) prevalence across reference OECD countries, (% of population aged 18-75YO), 2017-2022.

Source: elaboration TEHA Group on Santé Publique France, ASH UK, ASH NZ, Ministry of Health NZ, Statistics Norway, Statistics Sweden, 2024.

Focusing on cigarettes, if we keep prevalence trend into account and combine this information with the trends in pricing and volumes (all set to 100 at 2017 levels to allow comparability), the steady reduction in cigarette consumption volumes appears now as unexpected and incoherent with the increase in prevalence during covid. In fact, since prevalence has not coherently reduced, one reasonable explanation could be that such a steep increase in price (2021 and 2022 up by 50% respect to 2017 levels) might have driven out a significant part of consumers out of the official market towards illegal markets and counterfeited products, in line with other opportunistic consumption behaviours such as cross-border purchases that can be observed daily at major border locations (e.g. Pyrénées -Andorra).



**Figure 12.** Annual changes in French cigarettes volumes, average price and tobacco prevalence (Base 100 = 2017), 2017-2022.

Source: elaboration TEHA Group on Logista France and Santé Publique France data, 2023.

If this was indeed the case, the verdict on recent fiscal policy may significantly differ, as such legislation, far from reaching its goals of protecting public health while preserving fiscal revenues, would be risking to fail both objectives. Firstly, losing significant fiscal revenues to illegal activities and secondly, incentivizing illicit trade and counterfeiting, with the risk of normalising such consumption behaviours as alternatively cheap sources of consumption. Consequently and most importantly, losing any control over product quality and supply chain traceability, with risk of unpredictable and potentially even greater public health damage.

# 2.4 The price elasticity and estimation of lost fiscal revenues

In France, such dangerous shifts in consumption behaviours may be explained by the unusual structural characteristics of the market and in particular, of its price elasticity. This is the ratio between the percentage change in volumes divided by the percentage change in price<sup>2</sup> over one year, which can be interpreted as the percentage decrease in volume that would be associated with a 1% increase in price. In particular, cigarettes price elasticity in France has often exceeded the threshold value of 1 in recent years (meaning that an increase of 1% in price often leads to a more than proportional reduction in volumes of more than -1%) instead of remaining close to 0 (e.g. in other markets like Italy, where cigarettes price elasticity has been close to 0.3-0.4), as would actually be expected in an addiction-related market, where price changes should have limited effect on consumption, at least in the very short term. The difference between French price elasticity extremes (e.g. 1.3 in 2021) and more normal reference values (e.g. 0.3) might be interpreted as a measure of the tendency of consumers to react to price increases by addressing illegal markets. In particular, for each 1% increase in price, volumes would decrease of only 0.3% due to normal price effect, plus an additional delta (in the example 1.3-0.3=1%) that would be just an apparent reduction in consumption, but actually a (1%) shift toward the illegal market.

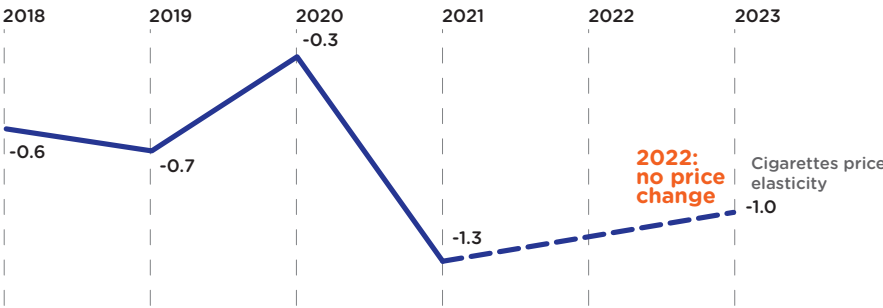


Figure 13. Annual changes in cigarettes price elasticity (elasticity ratio), 2018-2023. Source: elaboration TEHA Group on Logista France data, 2024.

2 Elasticity = % Change in Quantity demanded / % Change in price.

In fact, we can use price elasticity to estimate fiscal revenues lost to the illegal market in the following way:

1. If we calculate the long-term price elasticity for 2020-2023  $(-1,4x)^3$  and adjust it for a normal level of price elasticity (appr.  $-0.4x^4$ ), the difference  $(-1.0x)$  represents an “abnormal” level of price elasticity (i.e. a reduction in volumes unexplained solely by as a direct effect of increase in official price), which can be interpreted as a proxy to account for any indirect effect of price increase, such as consumption shifts to the illicit market (illegal effect);
2. If we multiply this “abnormal” price elasticity  $(-1.0x)$  for the total percentage increase in unit price  $(+13\%)$  over the same period (2020-2023) we can quantify an “abnormal” volume reduction of appr  $-13\%$ , almost 5 billion units (obtained by multiplying this percentage by reference total volumes in 2020), or about 2,7 €Bn in total value at 2023 average price per unit (appr. 0.55 € RSP per unit);
3. If we complement this information with the composition of RSP in 2023 (66% excise tax, 17% VAT) we can estimate lost fiscal revenues up to 2.2 €Bn (appr. 1.8 €Bn lost excise tax + appr. 0.4 €Bn VAT), an amount arguably comparable to the sudden 2.2 €Bn increase in fiscal revenues registered in 2020 (i.e. after the covid “lockdown” effect, temporarily preventing illegal market activities).

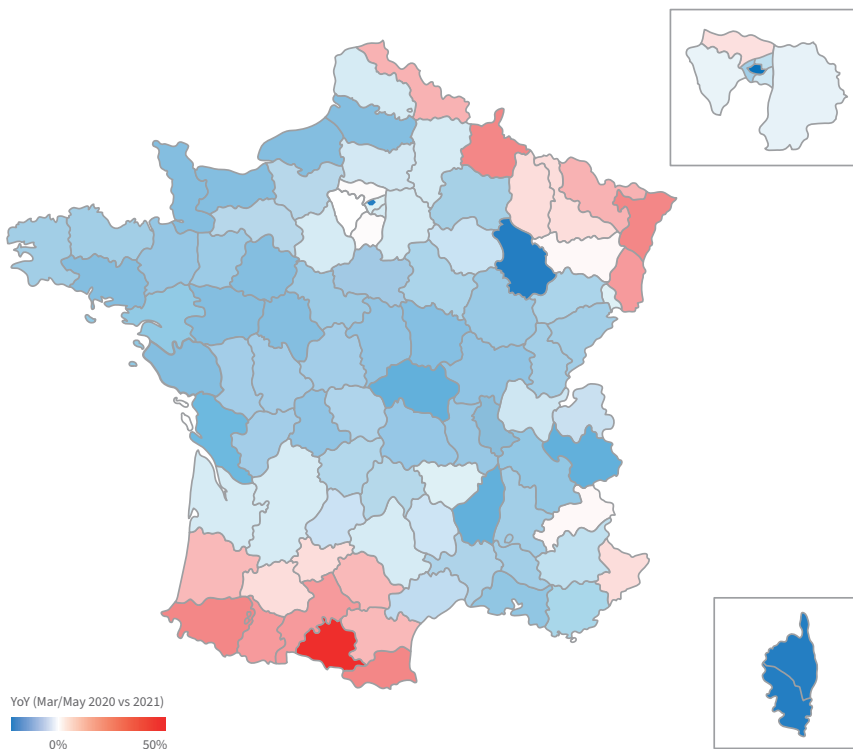
3 Please note that we conservatively did not include inflation in the calculation of price elasticity. Should we have adjusted current price (RSP) for inflation, this would have resulted in a lower (or even negative) % price change and consequently in a much higher (or even non-significant, in case of negative % price change) elasticity. In particular, in our case, adjusting current price (RSP) for the Harmonized index of consumer prices (HICP, Source: Eurostat) would have resulted in a negative %price change (given the extreme levels of inflation in recent years) and therefore in a non-significant price elasticity (elasticity  $>0$ ).

4 See FCTC, October 2019 and “Demand for Tobacco in Europe An Econometric Analysis of 11 Countries for the PPACTE Project”, 2012.



## 2.5 The pandemic “experiment”

The hypothesis that too fast-raising prices may have been pushing consumers towards illegal markets has to be considered in light of another major phenomenon: the evolution of cigarettes volumes during the 1<sup>st</sup> pandemic lockdown. In particular, due to its sudden nature (likely too quick for illegal activities to adapt accordingly) and the higher level of alertness and enforcement strictness that characterized the 1<sup>st</sup> lockdown in France, this may be considered the only real lockdown and the ideal laboratory to check effective consumption levels in a truly controlled environment. In this perspective, what we can clearly observe at volume level is a clear increase in cigarettes official consumption along border departments during this 1<sup>st</sup> lockdown respect to the same period of 2019, while other volumes have kept their general decreasing trend. Such increase may indicate that standard consumption in these areas would generally be much higher (up to +50% higher) respect to official consumption levels.



**Figure 14.** Change in cigarettes consumption volumes by department (YoY) with detail of Île de France, Mar/May 2020 vs Mar/May 2019.

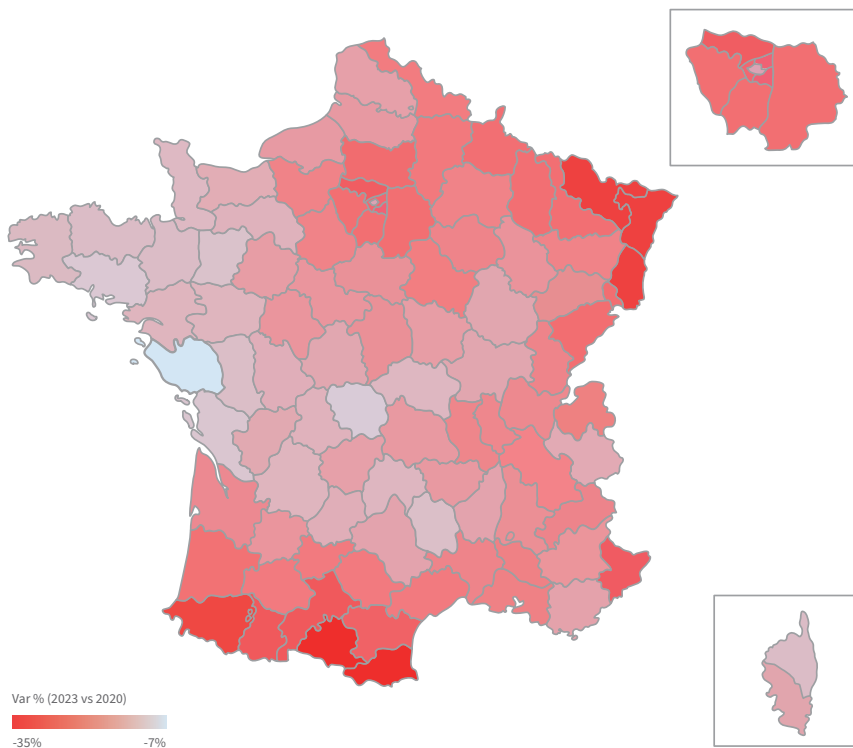
Source: elaboration TEHA Group on Logista France data, 2024.

INSEE<sup>5</sup> indicated that sales were nearly 90% higher in municipalities located less than 10 minutes from a border and 65 percent higher in those located between 10 and 20 minutes. For mainland France as a whole (excluding Corsica), the surplus in tobacco sales was estimated at 9.5 %. This is admittedly a low estimate of cross-border purchases, more reasonably estimated by INSEE at 13.5 %, as some consumption from abroad may have persisted during the first period of confinement, when borders were not completely closed for some working categories.

In general, already in 2019 INSEE records that tobacco sales per capita in France, already among the lowest in Europe with an average of 30€ per inhabitant per month in 2019, tend to decrease dramatically near the borders, from 20€ per hour drive to 11€ per 10 minutes (63 percent lower than the national average), compared to 33€ over 3 hours drive from the borders. Comparing border countries, INSEE points out that in 2020 the average price of the best-selling pack of 20 cigarettes was around 9.5€ in France (and Monaco) compared to 8.0€ in Switzerland, 6.7€ in Belgium, 6.5€ in Germany, 5.3€ in Luxembourg, 5.0€ in Italy and Spain, and 3.8€ in Andorra.

On a specular side, observing what happened after the pandemic not only provides a double-check respect to the effect on border regions, whose consumption volumes dramatically fall by more than -30% in 2023 respect to 2020 volumes. This might confirm a resumption to normal (pre-pandemic) levels of illegal activities, but also sheds some light on several non-border departments, particularly the ones close to Paris with Seine-Saint Denis' volumes falling an astonishing -27%, Val De Marne -25%, Val d'Oise -25%, Hauts de Seine -23%. This dramatic fall in volumes (much higher than the French average -19%, especially if we exclude such exceptional outlier departments and border departments from the calculation, adjusting the average to almost -16%) may also indicate an increase in counterfeiting activities around top consumption departments. Such levels of counterfeiting in these departments might be unprecedented respect to pre-pandemic levels, as official volumes in these areas did not register an increase during the 1<sup>st</sup> lockdown (unlike the increasing effect on consumption registered on border departments).

5 Statistiques et études: "Les approvisionnements à l'étranger représentent au moins 9,5 % des ventes de tabac en France", Feb 2024.



**Figure 15.** Change in cigarettes consumption volumes by department (Tot. Var%) with detail of Île de France, 2023 vs 2020.

Source: elaboration TEHA Group on Logista France data, 2024

This body of evidence points in the direction that French tobacco regulation may have produced a too sharp pricing effect and too high differential with neighbourhood countries, thus not actually producing the desired results. On the contrary the data points to an evidence that, instead of “denormalizing tobacco consumption” it may be contributing to a sort of “normalization of the illicit consumer behaviours” and a dangerous lack of traceability and quality control, with unpredictable negative effects on public health.

## 2.6 The New Generation Products in France

As shown in the previous paragraph, New Generation Products (NGPs), as alternative options than combustible tobacco for adult consumers, are developing very differently in the French market. E-cigarette's consumption, in particular e-liquids for the so called "open systems" (vaping devices with tanks refillable with liquids containing nicotine or not) developed soon in France, as one of the most important markets for this category. In the last years, e-cigarettes are growing, with a market share that reached a level of about 5% in value during 2022, gaining new momentum in particular with the introduction in the market of the "single use devices" (so called "Jetable" or "Puff"). The impressive sales growth of the latter category has posed new issues for the regulators, either in terms of environmental sustainability of the category (i.e. single use batteries and related waste of materials and resources) and marketing practices (i.e. documented growth of young users, whose use of e-cigarettes, including puffs, tripled from 1.9% to 6.2% between 2017 and 2022<sup>6</sup>), which finally led the government to approve a sales ban to be enacted<sup>7</sup>. It is interesting to note that these irresponsible marketing tactics have sparked debates on the role of flavours in vaping, even though they have been present for many years. It thus appears necessary to undertake meticulous regulatory work to control such a market by eliminating candy-related flavours that are particularly attractive to young people, while maintaining traditional flavours like fruits, which have proven effective in helping adult smokers transitioning away from combustible tobacco, therefore helping reduce overall tobacco use prevalence since they entered the vaping market a decade ago.

On the other hand, the other new generation categories, heated tobacco and nicotine pouches, still represent a very limited market share in France. Among NGPs, vaping prevalence is currently the only significant one in France, with an increase from 2.5% in 2017 to 5.5% in 2022 (see **Figure 10**).

6 Tobacco and electronic cigarettes' report by the French Observatory of Drugs and Drug Addiction (OFDT), Mar 2023.

7 Text currently under scrutiny by the EU Commission.

With regards to heated tobacco, it is remarkable the limited awareness of the public to this category (according to Santé Publique France<sup>8</sup> in 2022, only 15.5% of people surveyed had heard of the new products using heated tobacco) which, being subject to the stricter tobacco regulation, has to comply with restriction in distribution channel, packaging and is subject to an excise level which limits its price competitiveness. All these elements have therefore reduced its diffusion, as an alternative to smoking, in comparison with other countries (e.g. Italy among the ones at the border, but also other European countries such as Greece and Portugal).

This trend shows that, differently from what is happening in other European countries, French consumers are experimenting a very limited shift between tobacco products, with cigarettes that still represents around 80% of total consumption.

Therefore, French consumers are still showing a limited shift to the New Generation Products (even lower than showed by official sales figures if we consider the significant illicit market consumption) and, as a consequence, not fully benefiting from research and innovation activated by the industry, that has led to the development of products potentially less harmful for their health, although not risk free.

This last evidence being supported by the position of well-reputed international health institutes that have analysed the impact of New Generations Products on consumers.

Nicotine pouches are currently even less significant in terms of prevalence, also because this product was previously under the radar screens in France due to a confusion with snus (which is totally forbidden in France), although it has later slowly entered the market according to Euromonitor<sup>9</sup>. Nicotine pouches appeared therefore in the French market only along the last year and are showing an important room for growth and deserve to be monitored as a possible interesting option for smokers to switch from combustible tobacco. The example of Sweden shows indeed that it could be an important tool to drastically reduce tobacco prevalence.

8 "Prevalence of smoking and vaping in France in 2022 among 18-75 year olds", Bulletin épidémiologique hebdomadaire, Santé Publique France, Mar 2023.

9 "Smokeless Tobacco, E-Vapour Products and Heated Tobacco in France", Euromonitor International, June 2023.

Summarizing, a critical aspect of NGPs is currently represented by the different degree of regulation applicable to the different categories. Heated tobacco products (HTPs) are regulated similarly to the traditional tobacco, their sale is reserved only to the tobacco shops. E-cigarettes are more lightly regulated, on maximum nicotine content, packaging, age limitation and advertising, but with no limitation on retailer channels, including online sales. Nicotine pouches, at this stage, present no regulation at all in France. This lack and/or asymmetric regulation is indeed a substantially underestimated risk that could undermine the potential opportunity represented by these products to decrease the tobacco consumption rate. On the other hand, as experienced by other countries, the definition and enforcement of proper regulation, addressing the products to specialized retailers' network, whose commercial proposition is directed only to adult smokers and subject to authority control and traceability, would increase the consumers' awareness of possible alternatives to smoking, guarantee the quality of the products available in the market and prevent youth uptake.



## The debate about reduced risk of NGPs respect to traditional tobacco

As far as heated tobacco products are concerned, a very relevant reference is represented by the decisions taken over time by the US Food and Drug Administration (FDA).

In 2019, the FDA authorised the marketing of selected **heated tobacco** products: *“Following a rigorous science-based review through the premarket tobacco product application (PMTA) pathway, the agency determined that authorizing these products for the U.S. market is appropriate for the protection of the public health because, among several key considerations, the products produce fewer or lower levels of some toxins than combustible cigarettes. (...) While today’s action permits the tobacco products to be sold in the U.S., it does not mean these products are safe or “FDA approved.” All tobacco products are potentially harmful and addictive and those who do not use tobacco products should continue not to.”*

In 2020, there was a further decision by the FDA which authorized a selection of heated tobacco products to be marketed in the US as “Modified Risk Tobacco Products (MRTPs)”. This second order *“permits the marketing of a product as containing a reduced level of or presenting a reduced exposure to a substance or as being free of a substance when the issuance of the order is expected to benefit the health of the population. Importantly, the authorization for these products requires the company to conduct post-market surveillance and studies to determine whether the MRTP orders continues to be appropriate, including assessing the potential for increased use among youth.”*

**E-cigarettes** are also under scrutiny by a number of Health institutions around the world, with the goal of verifying whether these products could become part of the solution to tobacco addiction. A 2022 study on nicotine vaping commissioned by the UK Office for Health Improvement and Disparities in the Department of Health and Social Care and realized by academics at King’s College London draws some very relevant conclusions that could be taken into account by regulatory authorities around the world to the benefit of consumers’ health.

The overall conclusions of the report show that:

- *In the short and medium term, vaping poses a small fraction of the risks of smoking;*
- *Vaping is not risk-free, particularly for people who have never smoked;*
- *Evidence is mostly limited to short and medium term effects and studies assessing longer term vaping (for more than 12 months) are necessary;*
- *More standardised and consistent methodologies in future studies would improve interpretation of the evidence.*





Chapter 3

**The distribution of nicotine products in France**



## 3.1 Regulatory differences between nicotine products in France

As we have already seen in the previous chapter, the French nicotine market consists of two main categories of products with very different sizes and distribution rules: tobacco products and NGPs. Within this second category, we can distinguish heated tobacco products (HTPs), e-cigarettes and nicotine pouches.

The category of tobacco products (of which cigarettes are the main component) is strictly regulated in terms of distribution and fiscal treatment (i.e. subject to excise tax); the category of HTPs, also belonging to the tobacco product category, is subject to the same regulation and control.

As mentioned in this report, e-cigarettes are subject to a specific regulation in several aspects, while are considered as common consumer products for distribution purposes, with no restrictions on retailer channels, including non-specialized and online stores. Similarly, there are no restrictions on retailers for nicotine pouches.

Therefore, what marks an important difference between tobacco and the other nicotine products is the existing constraints on the distribution network. Tobacco products are required to be managed through authorized suppliers and licensed retailers.

## 3.2 Distribution of tobacco products and the transformation of tobacconists' business model

The operators involved in the distribution of tobacco products must be accredited by the French government as they are responsible for collecting the excise tax and paying it to the Minister of Finance, with wholesalers storing tobacco products in bonded warehouses, with specific access control requirements and strict reporting on inflow/outflow movements, including full traceability guaranteed at single pack level.

Similarly, from a retailer's point of view, only tobacconists are authorized to sell such products, and to obtain such authorization they must respect specific requirements. Tobacco retailing is delegated by the State to tobacconists under a management contract signed with the Customs Department, which is responsible for administrative supervision of the network and tax collection.

The tobacconist acts both as an independent retailer and as a manager. He also must have a clean criminal record and undergo mandatory training (every three years).

The “*Confédération des ruralistes de France*” is the representative organization of the large majority of the near 23 000 French tobacconists. The Confederation safeguards and promotes the profession in a constantly changing social and institutional environment, in which tobacconists embody the values of proximity, social cohesion and responsible free enterprise.

Nearly 23 000 tobacconists generate more than 80 000 jobs thanks to the quality of their territorial network, visited by an average of 10 million customers per day. Each tobacconist's shop is a place of exchange, contributing in its own way to the economic and social life of the community:

- 42% of tobacconists work in towns with less than 3500 people;
- 55% of establishments also hosts a bar;
- 58% of tobacconists are press distributors.

In recent years, tobacconists have been also recognized as the “reference” network for the sale of other regulated products such as electronic cigarettes and games.

In fact, faced with the consequences of France's decision to adopt a high-tariff policy for tobacco, tobacconists have embarked -with financial support negotiated by their Confederation- on a major transformation plan aimed at broadening and diversifying the range of products and services offered.

This transformation, symbolized by a new “tricolor carrot” which is replacing the traditional “red carrot” associated to the sales of tobacco products since 1906,

follows a rigorous process (compulsory preliminary audit, monitoring and control of files by the supervisory administration): 5350 tobacconists are currently involved in this process, and 2200 have completed their work. This rebranding as “Retailers of local utility” reinforces more than ever the role of tobacconists as local players. Over the past two years, 13 000 tobacconists have become “local payment points” for the collection of certain local taxes. And it is in the name of the same values of customer-centricity, proximity and responsibility that the network continues to innovate its offer, including: sale of train tickets, hosting of banknote dispensers and development and launch of CSR initiatives.

The changing role of tobacconists can find in Logista a partner who can support their transition in a number of ways, starting by reviewing the store layout. In fact, the affiliate Logista Retail, specialized in marketing and distribution of tobacco and retail products through the tobacco and press network, has developed a concept store that is proposed to tobacconists to drive their transformation process and reduce their dependence on tobacco revenues. That proposition has already been successfully applied in more than 300 stores, with progressive further implementations planned in the near future. As part of the program, store owners are also supported in monitoring the sales performance, defining KPIs, and improving the customer experience. The track-record so far is very positive, since renovated shops have seen a strong improvement in their financial performance.

All of the 23 000 tobacconists in France are served by Logista, which manages more than 99% of the tobacco volume in the country.

In order to deliver tobacco products to points of sale scattered throughout the country, Logista relies on a footprint made of 3 main distribution centers in mainland France and an additional center in Corsica.

The distribution centers receive tobacco products from the factories placed in different European Union countries. Logista Freight, the group affiliate specialized in long distance transport with state-of-the-art capabilities in truck security, plays an important role in the secure transportation of these products, in consideration of the high value of each truckload, particularly after the considerable price increase of tobacco products in recent years.

In the bonded warehouses Logista’s operators perform pick&pack activities to prepare the orders collected every from tobacconists in digital form. Last mile deliveries to retailers are finally organized, departing from the distribution centres, through the services of a trusted/specialized network of carriers and transit points.

The majority of French tobacconists receive their products with deliveries scheduled every two weeks. To complete the service, Logista's network also includes 29 replenishment centers called "cash & carry" (C&C) points that can be used by retailers in case of stock needs between two scheduled deliveries. During the last period, Logista started a renewal process of its C&C to offer a better customer experience to tobacconists. The first renewed C&C has opened in the south of France with a specific merchandising to better adapt to customers' needs. In line with this renewal process, in the next year it is planned the implementation in some C&C of a new "**click and collect**" service that will allow tobacconists to place their order directly on the website and collect it in the selected C&C.

## 3.3 The logistics industry and the twin transitions

As mentioned in Chapter 1 of the report, the logistics industry can be a relevant actor in the twin transitions thanks to the possibility of reducing its environmental, social and economic footprint with the use of technology. Coherently with the industry's responsibility, Logista is leading change and is working to green its operations through several initiatives that will reduce its carbon footprint while improving the service level and the working conditions for its employees.

The various initiatives are implemented **throughout the supply chain**; each one represents a brick, and together they demonstrate the company's commitment to making a positive contribution to society.

Starting from order collection, the launch of a new website demonstrates the will to continue to innovate and digitize the upstream of the logistics chain. The e-commerce site allows to place orders and can also be used for returns and for the stock declaration, that is a legal requirement for tobacconists. In the future, **additional services will be activated** through the website, making the relationship between tobacconists and consumers more efficient and effective.

**Warehouses are also being made greener** using technology. For example, Logista is modernizing its distribution centers through the installation of LED lights paired with motion detection sensors to reduce the electricity consumption. Of course, initiatives can be implemented not only on the energy demand side but also on the supply side, where the use of renewable energy sources and the installation of photovoltaic panels are one of the most effective actions to be taken.

Inside the warehouses, even simple initiatives can have a huge environmental impact. For example, the **re-use of paper boxes**, that would otherwise go straight to recycling facilities, across all Logista distribution centers contributes to lower the use of environmental resources (both energy and raw materials), while guaranteeing the same quality to customers.

When it comes to actual product transportation, the industry is working to **optimize deliveries**, and Logista is achieving this both in terms of route and number of deliveries, and this thanks to better, data-driven planning. Given the growing portfolio of products offered by tobacconists, in line with the transformation process described above, product delivery will be optimized to ease the burden on the point of sale while reducing the carbon footprint associated with last-mile delivery.

The entire process, from the production to the delivery to retailers, is benefiting from the implementation of the **Track & Trace system**, a technology introduced by the European regulation, which requires the economic operators involved in

the supply chain of tobacco products to trace the movements of the goods at the level of each individual pack and to report them to a centralized EU database, with the aim of guaranteeing the safety and quality of the products and limiting the spread of illegal products. In this context, it's worth noting the important deadline (May 2024) that Logista and the entire industry have met in terms of extending, the system to all tobacco product categories (beyond cigarettes and roll-your-own, for which the traceability requirement has already been activated in 2019).

At the end of the supply chain, the growing product portfolio and the diversification of the offer make the use of **smart checkout terminals** more relevant. The main advantage of using these tools is the capability of generating and collecting data from each transaction, quickly building knowledge on purchasing habits and inventory levels. This feature allows tobacconists to gain a deep understanding of their business model and define the necessary steps to improve their performance.

Logista France is present in smart checkout terminals through its subsidiary Strator, which provides both hardware and software to proximity shops. The company also provides personalized training and dedicated support, helping store managers to use the tools effectively. The specific Logista offer also allows tobacconists to **integrate their offering with dematerialized products** belonging to four categories: telecom, payment, entertainment, e-commerce. To allow end users to reap all the benefits of such tool, Logista offers personalized training sessions for tobacconists with the aim of increasing their digital skills.

Even in the after sales phase, in line with the guidelines of the **circular economy** - a model of production and consumption that involves reducing waste to a minimum by keeping the components of products in the economy for as long as possible through recycling - Logista is implementing in collaboration with the "*Confédération des bujalistes de France*" a new initiative to **collect and properly dispose of the electronic material** that makes up the vaping devices. Considering the growing consumption of these products, such an initiative can really make a difference for the environment, even more so in urban areas.

In the same spirit, Logista is also aiming to **recycle Strator machines** that can no longer be used. Again, the aim is to recover all the materials that can be reused in order to lower the environmental impact of these electronic products and to reduce the consumption of raw materials.

## 3.4 Key takeaways

In France, there are two different models for the distribution of nicotine products, depending on whether they contain tobacco or not.

Tobacco products are distributed through a licensed network of retailers, with a system that ensures the quality, traceability, control of the products and their legal sourcing. Non-tobacco products are not subject to limitations on the distribution network and could also be commercialized through non-specialized retailers, that offer fewer guarantees in terms of quality and safety of the products and control of responsible marketing practices.

The (primary) tobacco distribution network is deeply involved in the twin transitions (digital and environmental), with major initiatives and investments underway by the main players. Many of the initiatives are based on the use of technologies acting as enablers of profound changes that allow companies to become more sustainable under all dimensions (economic, social and environmental). In fact, the collection and analysis of large amounts of data, facilitated by artificial intelligence, can have a real impact on companies' operations, turning them into change agents for the entire economic system.

The retail network is also undergoing a transformation process led by the *Confédération des buralistes* de France and supported by Logista. Faced with a declining legal volume of tobacco products, tobacconists are transforming their points of sale into proximity stores by expanding their products' and services' portfolios and by broadening their consumer base beyond nicotine product users. Logista supports this process by supplying a wider range of products and by assisting local retailers in redesigning their shops and by providing them with the technology needed to improve their performance.



Chapter 4

**The regulatory  
framework for  
smoking and  
inhaling products:  
EU and French  
perspective**



## 4.1 The regulation of the tobacco market: the international framework

The regulatory framework for the smoking and inhalation products industry has always been complex due to the various levels of regulation that affect it. For EU Member States, the Union plays a decisive role in this process, through its Decisions, its Directives and its Regulations. On that note, the European Commission and the Council set the standards for the processing, presentation, traceability and sale of smoking and inhalation products.

In addition to the European Union, issues related to the world of tobacco are particularly influenced by the decisions of the World Health Organization, which has established and continues to establish goals and principles regarding smoking in order to protect present and future generations from the consequences of tobacco use and exposure to tobacco smoke.

Having said that, it is imperative to begin with a review of recent changes in the international framework before analysing developments in the French context.

It is worth noting that, while tobacco products (both traditional and innovative ones) are strictly regulated, e-cigarettes have a different regulation, with some limitations in terms of nicotine content, packaging, advertising and age limit, while they are treated as common goods as far as distribution is concerned and can therefore be sold freely in all types of shops, including non-specialized ones, and online. Moreover, regulation on nicotine pouches is still undefined.

## The European Excise Directive (TED)

Tobacco Excise Directive 2011/64 (TED) is the latest EU act harmonising rules on the structure and rates of excise taxes applied to manufactured tobacco products, it defines various manufactured (final) tobacco products (cigarettes, cigars, smoking tobacco, etc.) and the structure of the excise duties for each type.

In February 2020, the European Commission published an evaluation of the functioning of Directive 2011/64/EU. The evaluation examined if the excise duty rates applied to manufactured tobacco have protected public health and ensured a proper functioning of the internal market. The current evaluation assesses the performance of the Tobacco Taxation Directive against the evaluation criteria set out in the Better Regulation Guidelines.

The evaluation assesses that while the current rules work well in terms of predictability and stability for Member State fiscal revenue, it is no longer as effective in deterring consumption. It estimates that the increase in EU minimum rates for cigarettes and fine-cut tobacco, as set out in the Directive, only had an impact in a few Member States, which had very low levels of taxation in the first place.

The high number of smokers in the EU is still a matter of significant concern for the EU Commission. In the Europe's Beating Cancer Plan, it is highlighted the pivotal role of taxation in reducing tobacco consumption and in deterring young people from smoking. In addition, price gaps between Member States is considered to be a sufficient economic incentive for unintended high levels of cross border shopping.

The evaluation also highlights that the emergence of new products, such as e-cigarettes, heated tobacco products and new addictive products reveal the limits of the current legal framework.

The evaluation concludes that a more comprehensive approach, taking on board all aspects of tobacco control including public health, taxation, the fight against illicit trade and environmental concerns, is needed.

The European Commission's technical bodies have been working over the past years and months to develop a revised text for the Directive. It is expected that this issue will now be addressed by the new Commission resulting from the recent European elections, even though such revision is not expected to align French prices with the neighbourhood, as tobacco prices in France are far higher than those that could be expected from a potential increase in minimum excise rates.

## The European Tobacco Products Directive (TPD)

The Tobacco Products Directive (TPD) 2014/40/EU entered into force on May 19, 2014, and became applicable in EU countries on May 20, 2016. The Directive sets standards for the manufacture, presentation and sale of tobacco and related products. These include cigarettes, cut tobacco, pipe tobacco, cigars, cigarrillos, smokeless tobacco, electronic cigarettes, and herbal smoking products.

Specifically, among other regulated aspects, the Directive:

- Prohibits cigarettes and “roll-your-own” tobacco containing some special flavours;
- Requires the tobacco industry to disclose to EU governments and consumers the ingredients used in its products;
- Prohibits promotional and misleading elements on tobacco products, electronic cigarettes and herbal smoking products;
- Mandates the presence of combined health warnings (pictures, text and information on how to quit) by setting their minimum size and abolishes small packages for some products (e.g. 10 cigarettes packs);
- Introduces a track & trace system to ensure that every single package is tracked throughout the entire supply chain, through a unique identifier, also to ensure the integrity of the product and limit smuggling;
- Allows EU countries to ban online sales of tobacco and related products.

In May 2021, the European Commission published the Application Report on the TPD, expressing satisfaction with the functioning of the rules contained therein but arguing for the need to consider new changes. The revision process was thus launched.

The European Commission’s Delegated Directive (EU) 2022/2100 of June 29, 2022 amended some provisions of the TPD by extending some of them (flavor ban and information requirements) that apply to conventional tobacco also to heated tobacco products.

An important contribution to the revision process came from the work of the European Special Committee on Beating Cancer (BECA), a body composed of members of the European Parliament with the aim of identifying ways and means to strengthen the fight against cancer.

## The 10th Conference of the Parties of the Framework Convention on Tobacco Control

The WHO Framework Convention on Tobacco Control (FCTC) is the first international treaty negotiated under the auspices of the World Health Organization; adopted by the World Health Assembly (WHA) on May 21, 2003, it entered into force on February 27, 2005. It has since become one of the most rapidly and widely signed treaties in the history of the United Nations.

The WHO FCTC was developed by countries in response to the globalization of the tobacco epidemic. It aims to tackle some of the causes of that epidemic, including complex factors with cross-border effects, such as trade liberalization and direct foreign investment, tobacco advertising, promotion and sponsorship beyond national borders, and illicit trade in tobacco products.

Specifically, the Convention aims to monitor “the production, import, cultivation, distribution, taxation, presentation, marketing and use of tobacco products, as well as their export and inclusion in free trade agreements and the resulting responsibilities of the industry” to protect public health.

The Parties to the Convention meet every two years to present and discuss some guidelines to promote the protection of public health.

The recent COP10 meeting, held in Panama in February 2024, was expected to address issues related to new generation products. However, no decisions were taken on this issue, also due to the lack of agreement between the parties.

## 4.2 The French regulation of the tobacco market

In addition to the international regulations just described, France has taken a number of measures to fight the spread of tobacco products and to reduce the current smoking prevalence in the population. The French regulatory approach to tobacco and nicotine products is very strict and many of the provisions are more stringent than the European ones (e.g. plain packaging and the goal of a smoke-free generation in the coming years).

In line with the National Health Strategy and the Prevention Plan, the French government launched the Plan Nationale Lutte au Tabagisme (“PNLT”).

The goal of the PNLT is to protect and help French children to become the first “generation of tobacco-free adults” by 2032, to combat social inequalities by supporting the most vulnerable in the society, such as the unemployed and those exposed to tobacco, and to support women, especially pregnant ones.

The timeframe for the realization of the Program in 2032 and some milestones have been set:

- By 2020, reduce the smoking prevalence in the 18-75 age group to less than 24%;
- By 2022, reduce the smoking prevalence in the 18-75 age group to less than 22% and reduce to less than 20% the smoking prevalence in the below-17 age group;
- By 2027, reduce the smoking prevalence in the 18-75 age group to less than 16%, which means five million smokers less than in 2017;
- By 2032, children born since 2014 should become the first generation of non-smoking adults (<5% smokers).

In 2023, the Government released the PNLT 2023-2027 which includes a set of measures based on all levers: economic, health and social.

## **Priority 1: Protecting young people from smoking**

The first priority is to pursue and amplify the work carried out over the past ten years to make tobacco less attractive and less affordable.

Key measures:

- Increase the price of tobacco, with a 13-euro pack by 2027.
- Reinforce controls on the sale of tobacco and vaping products to protect minors.
- Ban the sale of disposable vaping products (so called “puffs” or “jetable”).
- Introduce plain packaging for all tobacco and vaping products.

## **Priority 2: Support smokers, especially the most vulnerable**

The second priority aims to strengthen existing systems and direct smokers towards the existing solutions to help them in their efforts to quit smoking.

Key measures:

- Systematize the identification of smokers in the “Mon bilan prévention” system and refer them to appropriate care.
- Improve access to nicotine replacement therapies (NRT) by experimenting with direct access to pharmacists, or by opening up remote prescribing by “Tabac Info Service” healthcare professionals.
- Strengthen the “Tabac Info Service” support system, so that every smoker who begins the process of quitting will be reminded to take advantage of personalized support.
- Reinforce the prevention and support efforts towards the most vulnerable individuals (people in critical situations, with chronic diseases, working in professional sectors heavily affected by smoking, people placed in detention, etc.).

### **Priority 3: Protect our environment from tobacco-related pollution**

The aim here is to fight both passive smoking and the harmful effects of tobacco on the environment.

Key measures:

- Introduce new tobacco-free outdoor spaces for collective use (beaches, public parks, forests, outdoor areas around certain public places for collective use, especially schools).
- Generalize tobacco-free health centers and tobacco-free health campuses and schools.
- Ban the sale of disposable vaping products (so called “puffs” or “jetable”).

### **Priority 4: Transform the tobacco industry and combat illicit trade**

This axis aims to support our economy’s transition away from tobacco.

Key measures:

- Continue to transform the tobacco industry’s business model.
- Continue to implement France’s commitment to combat the influence of tobacco manufacturers in tobacco control policy in all government sectors.
- Step up the fight against the parallel tobacco market, by implementing the measures set out in the tobacco plan and carrying out large-scale operations.
- Act at European Union and Member State level to harmonize tobacco taxation and reduce price differentials.

### **Priority 5: Improve knowledge of tobacco-related hazards and appropriate interventions**

Improve the knowledge of tobacco-related hazards to better understand and anticipate developments linked to the tobacco market thanks to the leverage of research.

Key measures:

- Develop research on all the levers of the National Tobacco Control Program
- Strengthen surveillance of tobacco and vaping products.
- Develop a coherent roadmap for regulations applicable to all nicotine products, such as nicotine pouches.



## 4.3 Key takeaways

The review of the existing tobacco regulation applicable to the French market highlights the approach taken by the national government, which is to strongly limit tobacco consumption (among current smokers) and to prevent the initiation of new smokers among younger generations. This objective is pursued through a mix of fiscal policies aimed at significantly increasing prices and restrictions on the distribution, display and communication of tobacco products.

From a preliminary analysis, this approach appears to be effective as the volume of tobacco products sold in the country is rapidly decreasing. However, a closer look at the market dynamics, combining current smoking prevalence and consumption levels, suggests that we are most likely witnessing a shift from tax-paying products to illicit products.

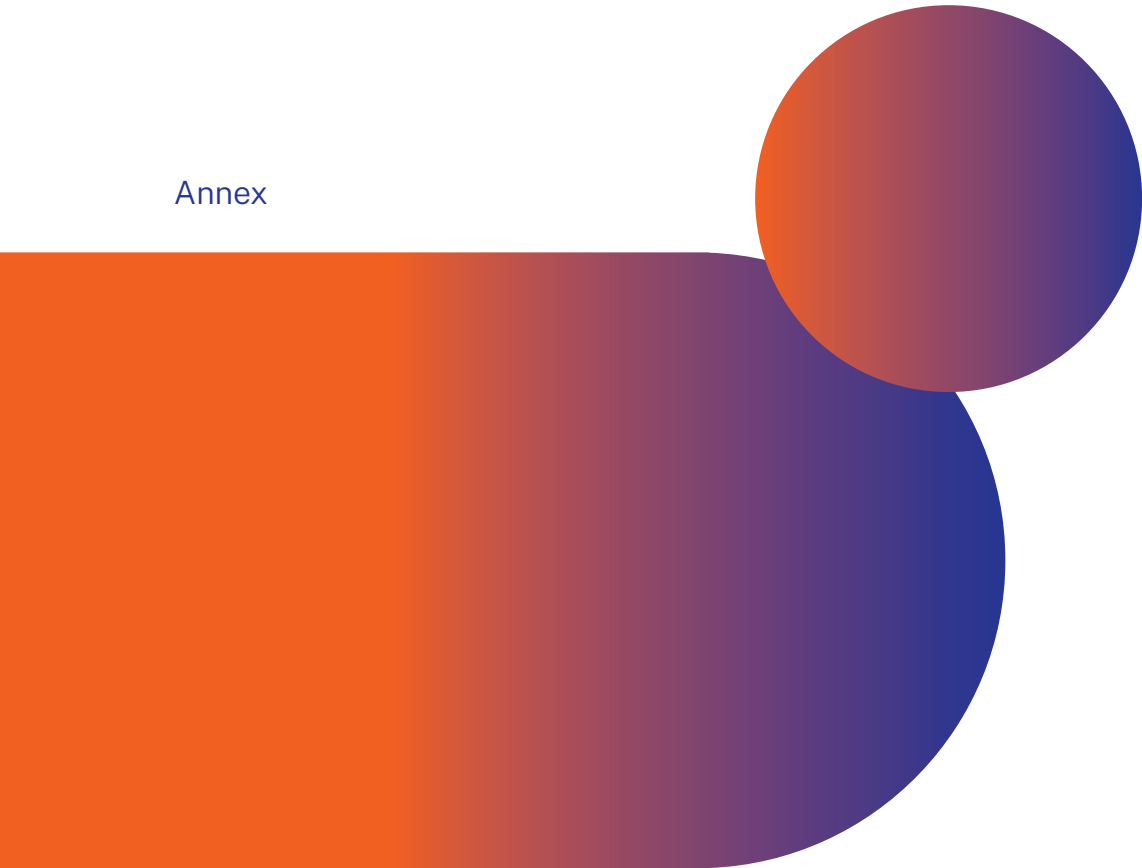
In addition to the loss of government revenue, this poses an additional threat to consumer health, as illegal products are not controlled for quality of raw materials and manufacturing practices.

In this respect, it's worth noting an important difference between the policy pursued by the French regulatory authorities and the experience of other countries. The PNLT, in its objective to reduce the prevalence of tobacco consumption, focuses mainly on restrictive measures and does not consider the scientific evaluation of NGPs as a potential harm reduction tool to achieve this objective. However, other countries (those mentioned above in Chapter 2) have experienced significant reductions in smoking prevalence while developing NGPs.

At the same time, the partial and asymmetrical regulation of the different categories of NGPs, as already mentioned in chapter 2, could defeat the purpose of either controlling the quantity and quality of the products on the market and preventing their use by the younger generations. This possibility has been addressed by other countries with the creation of a network of licensed and specialized retailers under the strict control of the authorities and the application of a specific taxation, reduced with respect to tobacco.



Annex



# 1 Total tobacco values by region/department

#Dep	Region / Department	2017	2018	2019	2020	2021	2022	2023	CARG '17-23	CARG '17-20	CARG '20-23	Var. '22-23
<b>Auvergne-Rhône-Alpes</b>												
1	Ain	174.890.706 €	184.757.021 €	187.103.518 €	212.048.139 €	204.418.070 €	194.817.252 €	195.145.705 €	1,8%	6,6%	-2,4%	-1,1%
3	Allier	108.757.513 €	114.197.978 €	118.378.721 €	128.906.218 €	131.509.724 €	124.490.971 €	124.702.037 €	2,3%	5,8%	-1,1%	0,2%
7	Ardèche	101.391.104 €	106.696.828 €	112.459.763 €	124.537.563 €	129.621.075 €	121.243.621 €	120.735.815 €	3,0%	7,1%	-1,0%	-0,4%
15	Cantal	49.090.772 €	52.000.689 €	54.884.766 €	61.585.258 €	62.812.614 €	60.587.063 €	60.858.865 €	3,6%	7,9%	-0,4%	0,4%
26	Drôme	159.749.487 €	169.767.528 €	176.389.323 €	198.964.013 €	198.002.544 €	186.661.074 €	185.531.161 €	2,5%	7,6%	-2,3%	-0,6%
38	Isère	353.229.738 €	380.286.961 €	392.140.520 €	439.207.706 €	432.864.496 €	407.518.310 €	401.777.718 €	2,2%	7,5%	-2,9%	-1,4%
42	Loire	207.698.097 €	217.894.368 €	226.057.657 €	247.367.206 €	242.661.840 €	228.554.198 €	225.188.716 €	1,4%	6,0%	-3,1%	-1,5%
43	Haute Loire	63.873.885 €	68.298.861 €	72.256.892 €	81.126.682 €	81.867.114 €	77.715.789 €	77.147.041 €	3,2%	8,3%	-1,7%	-0,7%
63	Puy de Dôme	198.016.392 €	210.954.530 €	216.737.221 €	244.441.872 €	243.365.389 €	230.201.766 €	229.698.553 €	2,5%	7,3%	-2,1%	-0,2%
69	Rhône	527.970.981 €	562.626.064 €	578.655.572 €	640.751.456 €	629.028.947 €	598.180.315 €	586.363.189 €	1,8%	6,7%	-2,9%	-2,0%
73	Savoie	143.562.308 €	151.207.008 €	156.966.173 €	170.194.231 €	167.297.160 €	167.895.157 €	165.626.749 €	2,4%	5,8%	-0,9%	-1,4%
74	Haute Savoie	247.539.298 €	257.929.079 €	260.005.234 €	282.442.460 €	285.630.031 €	261.225.890 €	256.026.746 €	0,6%	4,5%	-3,2%	-2,0%
<b>Bourgogne-Franche-Comté</b>												
21	Côte d'Or	159.058.442 €	168.591.439 €	170.612.949 €	187.215.232 €	187.627.268 €	178.461.770 €	176.569.943 €	1,8%	5,6%	-1,9%	-1,1%
25	Doubs	156.998.646 €	162.253.692 €	161.087.185 €	174.286.747 €	163.612.200 €	152.363.678 €	149.059.132 €	-0,9%	3,5%	-5,1%	-2,2%
39	Jura	76.299.667 €	81.109.396 €	80.934.706 €	89.725.179 €	86.472.756 €	81.733.296 €	80.002.543 €	0,8%	5,6%	-3,8%	-2,1%
58	Nièvre	76.022.919 €	81.089.029 €	83.166.677 €	91.677.716 €	90.035.188 €	85.159.665 €	84.930.929 €	1,9%	6,4%	-2,5%	-0,3%
70	Haute Saône	65.176.177 €	66.679.658 €	67.310.805 €	76.319.015 €	74.959.890 €	68.777.221 €	68.184.798 €	0,8%	5,4%	-3,7%	-0,9%
71	Saône et Loire	166.551.710 €	174.683.096 €	179.130.111 €	195.954.460 €	195.998.755 €	185.244.712 €	187.197.653 €	2,0%	5,6%	-1,5%	1,1%
89	Yonne	111.138.575 €	115.479.637 €	117.249.478 €	131.150.086 €	127.313.088 €	117.622.619 €	116.317.630 €	0,8%	5,7%	-3,9%	-1,1%
90	Territoire de Belfort	36.364.398 €	36.147.115 €	34.798.864 €	39.254.468 €	36.603.599 €	32.041.743 €	31.561.593 €	-2,3%	2,6%	-7,0%	-1,5%
<b>Bretagne</b>												
22	Côtes d'Armor	197.594.239 €	211.814.022 €	222.027.509 €	249.682.739 €	257.958.865 €	247.102.568 €	251.621.499 €	4,1%	8,1%	0,3%	1,8%
29	Finistère	312.905.924 €	329.365.900 €	341.737.492 €	381.739.289 €	389.424.887 €	372.651.158 €	375.507.038 €	3,1%	6,9%	-0,5%	0,8%
35	Ille et Vilaine	281.804.721 €	300.069.345 €	317.492.374 €	357.061.595 €	360.173.867 €	346.311.367 €	352.371.210 €	3,8%	8,2%	-0,4%	1,7%
56	Morbihan	245.454.043 €	261.446.559 €	275.082.357 €	307.917.794 €	318.812.912 €	304.816.631 €	308.728.945 €	3,9%	7,9%	0,1%	1,3%
<b>Centre-Val de Loire</b>												
18	Cher	100.801.951 €	106.726.553 €	109.507.481 €	121.784.899 €	120.366.193 €	112.382.062 €	111.612.148 €	1,7%	6,5%	-2,9%	-0,7%
28	Eure et Loir	129.039.704 €	137.423.865 €	141.673.024 €	161.930.915 €	159.635.060 €	147.526.337 €	146.122.391 €	2,1%	7,9%	-3,4%	-1,0%
36	Indre	73.243.223 €	78.124.008 €	80.270.817 €	88.162.627 €	88.523.001 €	83.848.159 €	84.673.541 €	2,4%	6,4%	-1,3%	1,0%
37	Indre et Loire	174.518.864 €	185.387.157 €	193.207.933 €	213.692.025 €	212.913.825 €	200.535.391 €	199.992.012 €	2,3%	7,0%	-2,2%	-0,3%
41	Loir et Cher	101.740.097 €	106.701.290 €	111.861.595 €	123.644.376 €	124.388.328 €	115.713.773 €	115.379.621 €	2,1%	6,7%	-2,3%	-0,3%
45	Loiret	195.432.870 €	205.915.856 €	210.650.206 €	234.527.677 €	234.496.210 €	220.887.015 €	217.623.962 €	1,8%	6,3%	-2,5%	-1,5%
<b>Corse</b>												
2A	Corse du Sud	101.022.574 €	109.863.400 €	113.825.762 €	120.196.806 €	134.345.561 €	127.494.309 €	131.603.035 €	4,5%	6,0%	3,1%	3,2%
2B	Haute Corse	96.777.555 €	104.321.826 €	109.124.106 €	115.722.028 €	128.026.743 €	117.130.243 €	129.724.469 €	5,0%	6,1%	3,9%	10,8%

#Dep	Region / Department	2017	2018	2019	2020	2021	2022	2023	CARG '17-23	CARG '17-20	CARG '20-23	Var. '22-23
<b>Grand-Est</b>												
	Grand-Est	1.022.279.139 €	1.018.791.159 €	982.601.270 €	1.125.334.635 €	1.061.803.551 €	957.405.267 €	927.641.650 €	-1,6%	3,3%	-6,2%	-3,1%
8	Ardennes	36.155.332 €	36.389.424 €	35.148.598 €	41.708.287 €	36.514.454 €	34.999.898 €	35.292.536 €	-0,4%	4,9%	-5,4%	0,8%
10	Aube	87.271.467 €	89.981.795 €	89.682.662 €	100.083.901 €	98.854.942 €	90.649.789 €	88.597.472 €	0,3%	4,7%	-4,0%	-2,3%
51	Marne	144.894.044 €	147.894.999 €	144.849.135 €	160.051.503 €	151.786.254 €	142.449.368 €	141.039.550 €	-0,4%	3,4%	-4,1%	-1,0%
52	Haute Marne	46.423.987 €	48.379.190 €	47.416.648 €	52.615.687 €	52.341.696 €	47.849.691 €	47.148.494 €	0,3%	4,3%	-3,6%	-1,5%
54	Meurthe et Moselle	120.836.607 €	121.059.976 €	117.049.762 €	134.172.780 €	126.157.649 €	117.360.708 €	113.242.904 €	-1,1%	3,6%	-5,5%	-3,5%
55	Meuse	30.170.013 €	30.182.204 €	29.415.412 €	34.168.997 €	32.591.122 €	30.469.937 €	29.131.916 €	-0,6%	4,2%	-5,2%	-4,4%
57	Moselle	116.621.232 €	109.438.479 €	104.180.957 €	114.095.121 €	100.958.884 €	94.096.759 €	87.826.841 €	-4,6%	-0,7%	-8,4%	-6,7%
67	Bas Rhin	196.173.172 €	191.878.544 €	180.243.735 €	210.633.798 €	195.711.373 €	167.320.639 €	162.774.572 €	-3,1%	2,4%	-8,2%	-2,7%
68	Haut Rhin	156.496.891 €	154.340.925 €	148.690.112 €	174.090.185 €	165.897.798 €	141.463.490 €	132.010.185 €	-2,8%	3,6%	-8,8%	-6,7%
88	Vosges	87.236.394 €	89.245.623 €	85.924.249 €	103.714.374 €	99.989.379 €	90.744.987 €	90.577.180 €	0,6%	5,9%	-4,4%	-0,2%
<b>Hauts-de-France</b>												
	Hauts-de-France	1.122.817.385 €	1.169.255.544 €	1.182.414.206 €	1.346.736.260 €	1.243.289.888 €	1.171.683.648 €	1.166.913.187 €	0,6%	6,2%	-4,7%	-0,4%
2	Aisne	120.895.600 €	126.561.159 €	127.862.117 €	145.688.236 €	134.708.642 €	123.648.968 €	121.930.781 €	0,1%	6,4%	-5,8%	-1,4%
59	Nord	325.171.271 €	331.530.434 €	328.580.299 €	371.553.749 €	321.947.848 €	316.197.838 €	320.026.292 €	-0,3%	4,5%	-4,9%	1,2%
60	Oise	240.426.133 €	253.302.986 €	256.985.714 €	293.922.480 €	280.383.731 €	254.484.041 €	248.063.456 €	0,5%	6,9%	-5,5%	-2,5%
62	Pas de Calais	279.614.631 €	293.559.955 €	299.474.442 €	343.232.938 €	320.574.148 €	305.954.140 €	307.406.828 €	1,6%	7,1%	-3,6%	0,5%
80	Somme	156.709.751 €	164.301.010 €	169.511.635 €	192.338.857 €	185.675.519 €	171.398.661 €	169.485.831 €	1,3%	7,1%	-4,1%	-1,1%
<b>Île-de-France</b>												
	Île-de-France	3.468.981.980 €	3.648.605.628 €	3.751.288.571 €	4.177.952.194 €	4.052.076.681 €	3.790.273.856 €	3.713.554.021 €	1,1%	6,4%	-3,9%	-2,0%
75	Paris	930.689.140 €	968.579.004 €	997.965.765 €	985.455.232 €	987.932.746 €	971.808.238 €	958.273.435 €	0,5%	1,9%	-0,9%	-1,4%
77	Seine et Marne	392.213.271 €	415.132.840 €	424.001.554 €	485.136.967 €	470.856.317 €	439.201.085 €	431.558.894 €	1,6%	7,3%	-3,8%	-1,7%
78	Yvelines	357.249.002 €	378.181.493 €	388.046.373 €	450.470.337 €	438.962.534 €	403.733.498 €	396.296.938 €	1,7%	8,0%	-4,2%	-1,8%
91	Essonne	329.417.871 €	346.632.433 €	352.203.718 €	413.559.782 €	400.685.480 €	368.478.703 €	363.754.271 €	1,7%	7,9%	-4,2%	-1,3%
92	Hauts de Seine	398.262.228 €	418.655.520 €	430.328.358 €	492.976.650 €	473.871.523 €	437.667.331 €	428.614.245 €	1,2%	7,4%	-4,6%	-2,1%
93	Seine Saint Denis	403.523.435 €	428.471.148 €	446.761.327 €	517.664.532 €	484.151.099 €	444.972.076 €	427.479.076 €	1,0%	8,7%	-6,2%	-3,9%
94	Val de Marne	344.991.629 €	361.914.405 €	370.554.785 €	429.404.170 €	411.817.076 €	373.190.683 €	364.401.079 €	0,9%	7,6%	-5,3%	-2,4%
95	Val d'Oise	312.635.403 €	331.038.785 €	341.426.691 €	403.184.524 €	383.999.905 €	351.222.241 €	343.176.085 €	1,6%	8,8%	-5,2%	-2,3%
<b>Normandie</b>												
	Normandie	1.080.726.847 €	1.133.690.797 €	1.173.125.672 €	1.292.195.746 €	1.277.113.519 €	1.201.180.110 €	1.192.056.823 €	1,6%	6,1%	-2,7%	-0,8%
14	Calvados	241.085.030 €	251.431.028 €	263.245.233 €	287.790.128 €	285.254.212 €	272.586.349 €	270.722.592 €	2,0%	6,1%	-2,0%	-0,7%
27	Eure	197.075.487 €	205.695.541 €	212.170.103 €	238.437.273 €	230.523.331 €	214.451.016 €	210.329.112 €	1,1%	6,6%	-4,1%	-1,9%
50	Manche	158.880.631 €	168.169.594 €	176.760.253 €	198.573.171 €	202.277.463 €	193.455.071 €	192.129.874 €	3,2%	7,7%	-1,1%	-0,7%
61	Orne	84.935.844 €	90.175.762 €	94.731.319 €	105.967.111 €	106.271.786 €	98.388.801 €	99.814.123 €	2,7%	7,7%	-2,0%	1,4%
76	Seine Maritime	398.749.854 €	418.218.872 €	426.218.764 €	461.428.063 €	452.786.727 €	422.298.873 €	419.061.122 €	0,8%	5,0%	-3,2%	-0,8%
<b>Nouvelle-Aquitaine</b>												
	Nouvelle-Aquitaine	1.825.647.431 €	1.918.268.994 €	1.976.653.776 €	2.269.259.995 €	2.296.875.876 €	2.135.921.008 €	2.135.981.239 €	2,7%	7,5%	-2,0%	0,0%
16	Charente	113.168.900 €	119.290.433 €	124.598.281 €	142.066.321 €	144.831.979 €	138.034.126 €	138.241.979 €	3,4%	7,9%	-0,9%	0,2%
17	Charente Maritime	239.157.493 €	254.657.065 €	266.706.122 €	301.317.338 €	312.556.300 €	301.122.202 €	302.541.248 €	4,0%	8,0%	0,1%	0,5%
19	Corrèze	79.491.681 €	85.322.831 €	88.224.449 €	100.371.130 €	100.856.358 €	96.461.398 €	97.410.553 €	3,4%	8,1%	-1,0%	1,0%
23	Creuse	37.260.538 €	39.381.592 €	40.968.685 €	46.392.916 €	47.539.744 €	45.944.226 €	47.108.796 €	4,0%	7,6%	0,5%	2,5%

#Dep	Region / Department	2017	2018	2019	2020	2021	2022	2023	CARG '17-23	CARG '17-20	CARG '20-23	Var. '22-23
24	Dordogne	135.350.216 €	142.579.843 €	148.638.573 €	170.978.113 €	176.902.111 €	166.984.824 €	168.615.467 €	3,7%	8,1%	-0,5%	1,0%
33	Gironde	538.637.279 €	567.627.094 €	583.124.199 €	667.684.629 €	673.996.108 €	617.637.574 €	611.680.088 €	2,1%	7,4%	-2,9%	-1,0%
40	Landes	113.505.810 €	115.765.641 €	116.419.897 €	141.992.486 €	144.215.530 €	123.034.727 €	122.708.321 €	1,3%	7,7%	-4,7%	-0,3%
47	Lot et Garonne	103.409.441 €	108.356.823 €	111.463.993 €	127.828.915 €	130.584.345 €	119.278.817 €	118.900.661 €	2,4%	7,3%	-2,4%	-0,3%
64	Pyrénées Atlantiques	131.484.431 €	133.410.429 €	130.264.223 €	163.064.847 €	149.862.571 €	130.094.579 €	128.991.905 €	-0,3%	7,4%	-7,5%	-0,8%
79	Deux Sèvres	102.040.383 €	107.969.345 €	113.295.223 €	127.361.622 €	130.250.556 €	125.044.784 €	126.135.640 €	3,6%	7,7%	-0,3%	0,9%
86	Vienne	121.204.846 €	126.713.546 €	131.143.713 €	146.138.237 €	148.160.571 €	140.805.019 €	141.671.004 €	2,6%	6,4%	-1,0%	0,6%
87	Haute Vienne	110.936.415 €	117.194.350 €	121.806.418 €	134.063.440 €	137.119.705 €	131.478.730 €	131.975.576 €	2,9%	6,5%	-0,5%	0,4%
	<b>Occitanie</b>	<b>1.628.914.873 €</b>	<b>1.697.003.834 €</b>	<b>1.726.696.499 €</b>	<b>2.023.004.743 €</b>	<b>2.025.669.795 €</b>	<b>1.797.515.197 €</b>	<b>1.777.720.938 €</b>	<b>1,5%</b>	<b>7,5%</b>	<b>-4,2%</b>	<b>-1,1%</b>
9	Ariège	27.912.666 €	28.396.856 €	29.097.605 €	40.727.330 €	34.419.235 €	29.448.273 €	29.794.660 €	1,1%	13,4%	-9,9%	1,2%
11	Aude	105.030.752 €	107.827.598 €	107.940.565 €	128.681.641 €	127.577.827 €	110.757.048 €	108.777.048 €	0,6%	7,0%	-5,4%	-1,8%
12	Aveyron	77.219.711 €	81.758.354 €	85.130.822 €	97.500.340 €	102.064.408 €	94.663.147 €	94.324.861 €	3,4%	8,1%	-1,1%	-0,4%
30	Gard	259.586.386 €	272.073.346 €	277.956.803 €	315.556.997 €	318.369.447 €	290.590.619 €	286.046.092 €	1,6%	6,7%	-3,2%	-1,6%
31	Haute Garonne	314.034.026 €	329.700.209 €	336.136.217 €	405.849.747 €	407.065.862 €	346.751.966 €	343.582.370 €	1,5%	8,9%	-5,4%	-0,9%
32	Gers	53.048.486 €	55.177.690 €	56.772.546 €	67.943.319 €	71.101.590 €	60.949.170 €	60.348.849 €	2,2%	8,6%	-3,9%	-1,0%
34	Hérault	392.526.859 €	411.540.889 €	419.272.007 €	473.140.577 €	471.347.619 €	430.782.419 €	424.827.951 €	1,3%	6,4%	-3,5%	-1,4%
46	Lot	55.702.191 €	58.800.220 €	61.624.213 €	71.596.167 €	74.442.431 €	69.034.048 €	70.100.788 €	3,9%	8,7%	-0,7%	1,5%
48	Lozère	23.788.206 €	25.261.974 €	25.929.723 €	29.963.709 €	31.021.502 €	29.591.911 €	29.929.631 €	3,9%	8,0%	0,0%	1,1%
65	Hautes Pyrénées	61.906.717 €	62.369.165 €	61.894.809 €	76.283.546 €	80.717.052 €	65.380.869 €	62.919.662 €	0,3%	7,2%	-6,2%	-3,8%
66	Pyrénées Orientales	88.350.142 €	86.241.675 €	81.977.764 €	95.614.003 €	87.068.609 €	73.638.977 €	71.764.554 €	-3,4%	2,7%	-9,1%	-2,5%
81	Tarn	96.159.574 €	100.162.375 €	104.070.141 €	125.072.928 €	124.907.249 €	110.911.661 €	110.584.632 €	2,4%	9,2%	-4,0%	-0,3%
82	Tarn et Garonne	73.849.157 €	77.693.485 €	78.893.284 €	95.074.439 €	95.566.964 €	85.015.088 €	84.719.840 €	2,4%	8,9%	-3,8%	-0,3%
	<b>Pays de la Loire</b>	<b>1.008.483.577 €</b>	<b>1.075.016.839 €</b>	<b>1.128.382.829 €</b>	<b>1.257.136.039 €</b>	<b>1.281.653.494 €</b>	<b>1.224.821.275 €</b>	<b>1.230.170.474 €</b>	<b>3,4%</b>	<b>7,6%</b>	<b>-0,7%</b>	<b>0,4%</b>
44	Loire Atlantique	390.203.822 €	413.575.321 €	435.596.928 €	487.673.903 €	483.623.699 €	474.175.057 €	474.841.494 €	3,3%	7,7%	-0,9%	0,1%
49	Maine et Loire	195.656.946 €	207.285.590 €	217.932.123 €	241.064.494 €	245.194.974 €	232.660.391 €	234.319.331 €	3,1%	7,2%	-0,9%	0,7%
53	Mayenne	71.747.863 €	77.298.950 €	80.021.717 €	88.444.948 €	91.434.663 €	87.000.627 €	86.720.447 €	3,2%	7,2%	-0,7%	-0,3%
72	Sarthe	153.167.098 €	162.466.288 €	168.691.431 €	185.926.018 €	185.912.359 €	174.406.600 €	171.950.751 €	1,9%	6,7%	-2,6%	-1,4%
85	Vendée	197.708.048 €	214.390.690 €	226.140.631 €	254.026.675 €	265.487.799 €	256.578.610 €	262.338.452 €	4,8%	8,7%	1,1%	2,2%
	<b>Provence-Alpes-Côte d'Azur</b>	<b>1.903.717.000 €</b>	<b>1.999.800.823 €</b>	<b>2.053.303.928 €</b>	<b>2.323.456.544 €</b>	<b>2.343.018.459 €</b>	<b>2.169.692.557 €</b>	<b>2.116.078.189 €</b>	<b>1,8%</b>	<b>6,9%</b>	<b>-3,1%</b>	<b>-2,5%</b>
4	Alpes de Haute Provence	61.478.059 €	65.694.470 €	68.035.997 €	77.440.233 €	79.421.864 €	74.376.947 €	72.955.925 €	2,9%	8,0%	-2,0%	-1,9%
5	Hautes Alpes	45.959.492 €	48.007.247 €	49.110.090 €	55.885.881 €	55.138.643 €	52.727.331 €	51.372.179 €	1,9%	6,7%	-2,8%	-2,6%
6	Alpes Maritimes	385.563.527 €	394.061.403 €	391.208.848 €	446.487.832 €	440.261.025 €	393.715.958 €	377.713.691 €	-0,3%	5,0%	-5,4%	-4,1%
13	Bouches du Rhône	752.832.579 €	800.237.150 €	828.892.737 €	939.165.141 €	947.317.692 €	880.332.195 €	853.666.219 €	2,1%	7,7%	-3,1%	-3,0%
83	Var	447.147.602 €	470.018.961 €	488.344.423 €	549.732.591 €	564.905.362 €	533.246.926 €	529.507.094 €	2,9%	7,1%	-1,2%	-0,7%
84	Vaucluse	210.735.742 €	221.781.593 €	227.711.832 €	254.744.866 €	255.973.872 €	235.293.200 €	230.863.082 €	1,5%	6,5%	-3,2%	-1,9%
	<b>Grand Total</b>	<b>18.255.284.808 €</b>	<b>19.160.043.376 €</b>	<b>19.647.253.540 €</b>	<b>22.108.194.632 €</b>	<b>21.862.268.458 €</b>	<b>20.405.389.041 €</b>	<b>20.207.702.899 €</b>	<b>1,7%</b>	<b>6,6%</b>	<b>-3,0%</b>	<b>-1,0%</b>

## 2 Total tobacco volumes by region/department

#Dep	Region / Department	2017	2018	2019	2020	2021	2022	2023	CARG 17-23	CARG 17-20	CARG '20-23	Var. '22-23
	<b>Auvergne-Rhône-Alpes</b>	<b>7.063.026.713</b>	<b>6.513.367.657</b>	<b>6.085.690.355</b>	<b>5.964.999.252</b>	<b>5.579.551.789</b>	<b>5.321.113.126</b>	<b>4.895.871.050</b>	<b>-5,9%</b>	<b>-5,5%</b>	<b>-6,4%</b>	<b>-8,0%</b>
1	Ain	527.290.158	484.942.197	445.180.202	445.274.827	407.455.325	389.042.339	362.542.081	-6,1%	-5,5%	-6,6%	-6,8%
3	Allier	334.371.549	303.538.333	286.751.389	276.296.168	266.970.048	253.111.839	236.452.816	-5,6%	-6,2%	-5,1%	-6,6%
7	Ardèche	310.592.761	281.797.854	269.879.308	263.543.905	260.675.827	244.322.136	226.390.188	-5,1%	-5,3%	-4,9%	-7,3%
15	Cantal	148.909.391	136.694.686	131.529.012	130.593.741	126.469.055	122.183.372	114.292.419	-4,4%	-4,5%	-4,3%	-6,5%
26	Drôme	486.352.980	448.412.302	422.658.321	420.645.152	397.509.695	375.171.586	347.425.073	-5,5%	-4,7%	-6,2%	-7,4%
38	Isère	1.066.712.319	999.757.686	933.982.546	924.023.711	864.916.074	814.469.271	746.662.145	-5,8%	-4,7%	-6,9%	-8,3%
42	Loire	629.865.162	573.945.508	540.591.096	523.394.918	489.103.502	460.451.924	422.557.318	-6,4%	-6,0%	-6,9%	-8,2%
43	Haute Loire	196.181.122	181.003.510	174.219.102	172.551.674	165.337.274	157.338.405	145.604.608	-4,8%	-4,2%	-5,5%	-7,5%
63	Puy de Dôme	606.196.620	557.779.269	521.099.527	519.436.701	490.508.466	464.488.952	432.017.273	-5,5%	-5,0%	-6,0%	-7,0%
69	Rhône	1.582.365.640	1.472.922.825	1.370.879.845	1.342.496.735	1.252.687.204	1.189.856.532	1.083.881.915	-6,1%	-5,3%	-6,9%	-8,9%
73	Savoie	433.647.847	398.732.559	374.543.627	358.606.759	333.686.908	334.709.232	307.768.488	-5,6%	-6,1%	-5,0%	-8,0%
74	Haute Savoie	739.541.164	673.840.928	614.376.380	588.134.961	524.232.411	515.967.538	470.276.726	-7,3%	-7,4%	-7,2%	-8,9%
	<b>Bourgogne-Franche-Comté</b>	<b>2.582.645.723</b>	<b>2.337.570.516</b>	<b>2.139.854.394</b>	<b>2.080.607.554</b>	<b>1.929.870.017</b>	<b>1.810.079.807</b>	<b>1.672.441.576</b>	<b>-7,0%</b>	<b>-7,0%</b>	<b>-7,0%</b>	<b>-7,6%</b>
21	Côte d'Or	483.416.560	444.127.665	407.094.088	393.764.281	374.928.083	357.307.706	329.211.228	-6,2%	-6,6%	-5,8%	-7,9%
25	Doubs	475.990.691	426.929.506	384.052.391	366.632.062	326.472.640	304.445.009	277.285.086	-8,6%	-8,3%	-8,9%	-8,9%
39	Jura	233.315.772	214.481.453	194.021.365	189.634.049	173.495.877	164.388.709	150.006.129	-7,1%	-6,7%	-7,5%	-8,7%
58	Nièvre	233.382.183	214.644.548	200.166.505	194.744.533	181.850.424	172.261.289	160.292.571	-6,1%	-5,9%	-6,3%	-6,9%
70	Haute Saône	200.148.192	176.517.040	161.542.608	161.647.808	150.840.853	138.751.974	128.452.867	-7,1%	-6,9%	-7,4%	-7,4%
71	Saône et Loire	508.484.140	461.389.038	429.507.281	414.589.569	393.774.059	372.724.107	350.771.441	-6,0%	-6,6%	-5,4%	-5,9%
89	Yonne	338.041.695	304.474.946	280.607.555	276.761.551	255.153.889	236.015.603	217.495.203	-7,1%	-6,4%	-7,7%	-7,8%
90	Territoire de Belfort	109.866.480	95.006.320	82.862.601	82.833.701	73.354.192	64.185.410	58.927.051	-9,9%	-9,0%	-10,7%	-8,2%
	<b>Bretagne</b>	<b>3.179.800.797</b>	<b>2.911.727.969</b>	<b>2.773.302.949</b>	<b>2.742.065.900</b>	<b>2.662.233.399</b>	<b>2.553.318.325</b>	<b>2.408.131.162</b>	<b>-4,5%</b>	<b>-4,8%</b>	<b>-4,2%</b>	<b>-5,7%</b>
22	Côtes d'Armor	606.865.480	559.940.563	533.421.883	529.457.059	518.898.771	497.521.639	471.616.713	-4,1%	-4,4%	-3,8%	-5,2%
29	Finistère	957.732.544	868.486.839	818.883.620	807.186.338	781.976.893	749.085.351	702.426.773	-5,0%	-5,5%	-4,5%	-6,2%
35	Ille et Vilaine	864.276.123	793.650.350	762.212.366	755.705.439	722.663.536	695.502.766	658.682.314	-4,4%	-4,4%	-4,5%	-5,3%
56	Morbihan	750.926.650	689.650.217	658.785.080	649.717.064	638.694.199	611.208.569	575.405.362	-4,3%	-4,7%	-4,0%	-5,9%
18	Cher	308.220.700	282.402.825	263.648.341	259.205.909	243.495.720	227.771.924	210.953.297	-6,1%	-5,6%	-6,6%	-7,4%
28	Eure et Loir	390.416.712	361.096.002	338.217.544	341.552.612	320.501.633	297.067.019	274.184.105	-5,7%	-4,4%	-7,1%	-7,7%
36	Indre	224.204.907	207.015.021	193.393.541	187.900.704	179.251.685	170.279.529	160.605.057	-5,4%	-5,7%	-5,1%	-5,7%
37	Indre et Loire	532.198.693	489.386.048	462.569.420	450.917.903	426.542.021	402.496.383	373.739.468	-5,7%	-5,4%	-6,1%	-7,1%
41	Loir et Cher	308.968.003	280.666.285	267.509.626	261.100.255	249.477.907	232.423.029	215.863.007	-5,8%	-5,5%	-6,1%	-7,1%
45	Loiret	589.988.358	540.406.314	502.361.371	493.521.991	469.219.197	443.056.838	406.075.753	-6,0%	-5,8%	-6,3%	-8,3%
	<b>Corse</b>	<b>767.965.587</b>	<b>714.361.090</b>	<b>688.614.197</b>	<b>633.656.912</b>	<b>661.532.836</b>	<b>588.099.697</b>	<b>554.319.988</b>	<b>-5,3%</b>	<b>-6,2%</b>	<b>-4,4%</b>	<b>-5,7%</b>
2A	Corse du Sud	391.590.296	364.532.896	350.579.262	321.783.992	338.099.543	306.269.301	278.080.004	-5,5%	-6,3%	-4,7%	-9,2%
2B	Haute Corse	376.375.291	349.828.194	338.034.935	311.872.920	323.433.293	281.830.396	276.239.984	-5,0%	-6,1%	-4,0%	-2,0%

#Dep	Region / Department	2017	2018	2019	2020	2021	2022	2023	CARG '17-23	CARG '17-20	CARG '20-23	Var. '22-23
<b>Grand-Est</b>		<b>3.070.899.077</b>	<b>2.667.214.998</b>	<b>2.332.823.007</b>	<b>2.363.126.702</b>	<b>2.116.560.517</b>	<b>1.907.344.779</b>	<b>1.721.775.062</b>	<b>-9,2%</b>	<b>-8,4%</b>	<b>-10,0%</b>	<b>-9,7%</b>
8	Ardennes	109.141.378	95.558.695	84.123.201	88.720.400	73.820.650	70.672.525	66.475.493	-7,9%	-6,7%	-9,2%	-5,9%
10	Aube	264.858.820	236.967.777	213.957.118	210.682.519	200.040.350	181.877.685	165.549.582	-7,5%	-7,3%	-7,7%	-9,0%
51	Marne	437.476.925	387.127.170	343.920.605	335.777.255	302.043.615	283.383.748	261.149.101	-8,2%	-8,4%	-8,0%	-7,8%
52	Haute Marne	142.113.688	127.829.077	113.557.714	111.124.433	105.045.791	96.245.036	88.434.168	-7,6%	-7,9%	-7,3%	-8,1%
54	Meurthe et Moselle	364.645.342	317.990.753	278.891.760	282.865.403	252.302.023	234.594.883	211.119.976	-8,7%	-8,1%	-9,3%	-10,0%
55	Meuse	91.724.308	79.476.839	70.327.301	72.079.759	65.258.550	61.109.887	54.486.562	-8,3%	-7,7%	-8,9%	-10,8%
57	Moselle	348.030.894	286.322.938	247.142.063	239.957.529	201.677.938	187.304.337	163.208.993	-11,9%	-11,7%	-12,1%	-12,9%
67	Bas Rhin	581.328.542	498.410.003	424.205.904	438.546.408	386.206.903	329.706.934	298.258.031	-10,5%	-9,0%	-12,1%	-9,5%
68	Haut Rhin	464.720.590	401.723.763	350.519.895	363.545.760	329.269.818	280.006.695	243.083.279	-10,2%	-7,9%	-12,6%	-13,2%
88	Vosges	266.858.590	235.807.983	206.177.446	219.827.236	200.894.879	182.443.049	170.009.877	-7,2%	-6,3%	-8,2%	-6,8%
<b>Hauts-de-France</b>		<b>3.392.820.137</b>	<b>3.073.775.531</b>	<b>2.831.076.848</b>	<b>2.868.380.493</b>	<b>2.508.566.344</b>	<b>2.361.598.585</b>	<b>2.190.351.484</b>	<b>-7,0%</b>	<b>-5,4%</b>	<b>-8,6%</b>	<b>-7,3%</b>
2	Aisne	367.324.706	333.664.472	307.146.958	311.269.898	272.584.974	249.988.052	229.484.810	-7,5%	-5,4%	-9,7%	-8,2%
59	Nord	972.693.337	865.746.299	780.257.890	784.203.762	642.844.539	631.734.443	595.774.593	-7,8%	-6,9%	-8,8%	-5,7%
60	Oise	723.175.900	664.166.421	612.563.818	621.033.784	563.188.619	510.929.079	463.395.231	-7,1%	-4,9%	-9,3%	-9,3%
62	Pas de Calais	850.663.872	774.867.689	721.385.705	737.454.903	651.534.631	621.028.171	581.436.242	-6,1%	-4,6%	-7,6%	-6,4%
80	Somme	478.962.322	435.330.650	409.722.277	414.418.146	378.413.581	347.918.840	320.260.608	-6,5%	-4,7%	-8,2%	-7,9%
<b>Île-de-France</b>		<b>10.287.837.248</b>	<b>9.496.976.879</b>	<b>8.839.260.910</b>	<b>8.713.391.051</b>	<b>8.045.889.030</b>	<b>7.508.938.876</b>	<b>6.837.500.538</b>	<b>-8,6%</b>	<b>-5,4%</b>	<b>-7,8%</b>	<b>-8,9%</b>
75	Paris	2.748.803.325	2.510.032.837	2.339.938.643	2.045.746.815	1.945.484.717	1.906.595.095	1.745.453.527	-7,3%	-9,4%	-5,2%	-8,5%
77	Seine et Marne	1.168.369.226	1.082.136.347	1.001.331.979	1.011.291.482	934.521.187	872.916.485	797.694.418	-6,2%	-4,7%	-7,6%	-8,6%
78	Yvelines	1.059.124.058	982.132.554	912.949.484	935.515.566	868.034.854	799.019.505	729.284.878	-6,0%	-4,1%	-8,0%	-8,7%
91	Essonne	980.109.894	904.009.267	832.171.304	863.314.315	796.722.378	733.275.133	673.436.318	-6,1%	-4,1%	-7,9%	-8,2%
92	Hauts de Seine	1.176.588.796	1.086.848.543	1.011.276.271	1.023.951.943	936.574.924	863.182.491	785.753.365	-6,5%	-4,5%	-8,4%	-9,0%
93	Seine Saint Denis	1.202.714.449	1.124.769.049	1.060.076.219	1.093.018.914	978.011.036	892.376.582	796.574.763	-6,6%	-3,1%	-10,0%	-10,7%
94	Val de Marne	1.024.451.840	944.228.059	875.465.884	898.268.486	821.793.273	742.526.792	674.266.204	-6,7%	-4,3%	-9,1%	-9,2%
95	Val d'Oise	927.675.660	862.820.223	806.051.126	842.283.530	764.746.661	699.046.793	635.037.065	-6,1%	-3,2%	-9,0%	-9,2%
<b>Normandie</b>		<b>3.298.240.415</b>	<b>2.996.173.758</b>	<b>2.822.082.366</b>	<b>2.751.349.432</b>	<b>2.580.137.365</b>	<b>2.425.655.570</b>	<b>2.240.288.773</b>	<b>-6,2%</b>	<b>-5,9%</b>	<b>-6,6%</b>	<b>-7,6%</b>
14	Calvados	736.097.785	663.669.071	632.424.805	610.975.450	573.404.786	547.774.907	505.707.020	-6,1%	-6,0%	-6,1%	-7,7%
27	Eure	598.098.119	541.405.643	507.801.850	504.999.204	464.168.395	432.088.988	394.510.730	-6,7%	-5,5%	-7,9%	-8,7%
50	Manche	488.876.948	445.549.920	426.655.637	423.550.996	409.284.770	391.845.301	362.540.594	-4,9%	-4,7%	-5,1%	-7,5%
61	Orne	281.685.863	239.986.682	229.842.437	227.417.061	215.911.600	199.966.488	189.054.243	-5,3%	-4,6%	-6,0%	-5,5%
76	Seine Maritime	1.213.481.900	1.105.562.442	1.025.557.637	984.406.721	917.377.814	853.979.886	788.476.186	-6,9%	-6,7%	-7,1%	-7,7%
<b>Nouvelle-Aquitaine</b>		<b>5.578.520.649</b>	<b>5.085.334.616</b>	<b>4.744.565.423</b>	<b>4.803.470.492</b>	<b>4.615.354.210</b>	<b>4.299.928.445</b>	<b>4.004.689.982</b>	<b>-5,4%</b>	<b>-4,9%</b>	<b>-5,9%</b>	<b>-6,9%</b>
16	Charente	349.433.719	318.121.738	302.596.620	304.955.803	295.294.657	282.239.133	263.860.196	-4,6%	-4,4%	-4,7%	-6,5%
17	Charente Maritime	733.595.259	673.297.345	642.259.751	639.773.925	629.473.961	607.407.901	568.205.005	-4,2%	-4,5%	-3,9%	-6,5%
19	Corrèze	241.793.275	224.208.056	211.101.644	212.212.204	202.152.971	193.851.171	182.448.716	-4,6%	-4,3%	-4,9%	-5,9%
23	Creuse	114.921.278	104.657.388	99.237.228	99.574.687	96.739.131	93.814.395	89.778.132	-4,0%	-4,7%	-3,4%	-4,3%
24	Dordogne	415.238.365	377.343.490	357.711.963	363.114.800	356.777.068	337.485.415	317.476.203	-4,4%	-4,4%	-4,4%	-5,9%
33	Gironde	1.633.787.133	1.492.541.169	1.391.230.901	1.404.486.927	1.345.370.290	1.233.937.778	1.136.535.660	-5,9%	-4,9%	-6,8%	-7,9%
40	Landes	344.352.870	303.317.481	277.349.246	297.571.626	287.253.488	245.314.061	227.152.166	-6,7%	-4,8%	-8,6%	-7,4%



#Dep	Region / Department	2017	2018	2019	2020	2021	2022	2023	CARG '17-23	CARG '17-20	CARG '20-23	Var. '22-23
47	Lot et Garonne	316.437.630	287.039.390	268.364.147	271.522.116	263.669.278	241.332.804	224.307.378	-5,6%	-5,0%	-6,2%	-7,1%
64	Pyrénées Atlantiques	396.438.454	349.376.976	308.761.598	339.834.877	296.962.665	258.160.290	237.739.055	-8,2%	-5,0%	-11,2%	-7,9%
79	Deux Sèvres	317.158.401	288.383.284	275.567.445	273.479.003	265.139.476	255.065.391	240.058.275	-4,5%	-4,8%	-4,3%	-5,9%
86	Vienne	373.730.465	336.916.633	317.082.844	311.775.058	299.648.239	285.283.411	267.748.074	-5,4%	-5,9%	-4,9%	-6,1%
87	Haute Vienne	339.633.800	310.131.666	293.302.036	285.159.466	276.872.986	266.036.695	248.381.122	-5,0%	-5,7%	-4,4%	-6,3%
	<b>Occitanie</b>	<b>4.938.434.757</b>	<b>4.457.283.662</b>	<b>4.116.355.857</b>	<b>4.252.608.703</b>	<b>4.046.001.547</b>	<b>3.594.347.001</b>	<b>3.308.601.809</b>	<b>-6,5%</b>	<b>-4,9%</b>	<b>-8,0%</b>	<b>-7,9%</b>
9	Ariège	85.250.421	74.962.701	69.616.665	85.890.016	68.959.928	58.964.139	55.597.525	-6,9%	0,2%	-13,5%	-5,7%
11	Aude	319.052.241	283.155.472	257.091.738	270.318.732	254.976.596	221.775.335	202.891.686	-7,3%	-5,4%	-9,1%	-8,5%
12	Aveyron	236.088.445	215.305.367	203.840.178	205.927.185	204.774.528	190.286.143	176.389.592	-4,7%	-4,5%	-5,0%	-7,3%
30	Gard	784.935.756	714.321.827	662.863.843	664.037.946	635.956.975	581.314.847	533.067.976	-6,2%	-5,4%	-7,1%	-8,3%
31	Haute Garonne	947.619.899	864.299.950	797.762.842	849.180.523	810.331.369	690.409.115	636.141.808	-6,4%	-3,6%	-9,2%	-7,9%
32	Gers	162.008.450	145.294.660	135.887.543	143.217.897	142.568.236	122.272.359	112.470.001	-5,9%	-4,0%	-7,7%	-8,0%
34	Hérault	1.185.152.239	1.077.855.471	996.913.725	991.679.624	937.567.571	858.189.444	787.413.286	-6,6%	-5,8%	-7,4%	-8,2%
46	Lot	171.092.394	155.501.163	148.239.245	151.718.241	149.709.257	139.119.684	131.401.440	-4,3%	-3,9%	-4,7%	-5,5%
48	Lozère	72.582.590	66.536.857	61.982.646	63.132.869	62.165.629	59.351.291	55.923.583	-4,3%	-4,5%	-4,0%	-5,8%
65	Hautes Pyrénées	188.648.285	164.237.500	147.879.307	160.601.580	161.717.192	130.877.941	117.360.137	-7,6%	-5,2%	-9,9%	-10,3%
66	Pyrénées Orientales	267.173.712	225.987.700	195.080.715	200.596.002	173.274.648	146.903.601	133.247.396	-10,9%	-9,1%	-12,7%	-9,3%
81	Tarn	293.791.503	264.366.484	249.652.477	264.461.645	251.028.608	223.080.492	207.323.039	-5,6%	-3,4%	-7,8%	-7,1%
82	Tarn et Garonne	225.038.822	205.458.510	189.544.933	201.846.443	192.971.010	171.802.610	159.374.340	-5,6%	-3,6%	-7,6%	-7,2%
	<b>Pays de la Loire</b>	<b>3.104.839.810</b>	<b>2.850.152.520</b>	<b>2.717.680.497</b>	<b>2.669.980.159</b>	<b>2.582.105.488</b>	<b>2.469.590.606</b>	<b>2.308.979.049</b>	<b>-4,8%</b>	<b>-4,9%</b>	<b>-4,7%</b>	<b>-6,5%</b>
44	Loire Atlantique	1.197.493.268	1.095.072.560	1.046.477.675	1.032.492.400	990.923.739	952.415.662	887.161.802	-4,9%	-4,8%	-4,9%	-6,9%
49	Maine et Loire	605.187.537	551.454.329	526.911.996	514.143.291	495.896.538	471.059.214	441.760.976	-5,1%	-5,3%	-4,9%	-6,2%
53	Mayenne	221.288.311	205.148.727	193.193.348	188.634.373	184.985.397	176.164.842	163.825.672	-4,9%	-5,2%	-4,6%	-7,0%
72	Sarthe	470.886.944	430.339.643	406.000.577	395.054.185	375.150.349	352.174.301	323.644.023	-6,1%	-5,7%	-6,4%	-8,1%
85	Vendée	609.983.750	568.137.261	545.096.901	539.655.910	535.149.465	517.776.587	492.586.576	-3,5%	-4,0%	-3,0%	-4,9%
	<b>Provence-Alpes-Côte d'Azur</b>	<b>5.676.402.405</b>	<b>5.209.384.654</b>	<b>4.842.561.899</b>	<b>4.836.689.310</b>	<b>4.632.858.631</b>	<b>4.289.452.502</b>	<b>3.889.549.743</b>	<b>-6,1%</b>	<b>-5,2%</b>	<b>-7,0%</b>	<b>-9,3%</b>
4	Alpes de Haute Provence	186.289.379	172.838.235	161.984.755	162.428.946	158.190.149	148.256.574	135.332.710	-5,2%	-4,5%	-5,9%	-8,7%
5	Hautes Alpes	139.767.241	126.848.641	117.530.598	117.686.216	110.040.040	105.283.244	95.626.009	-6,1%	-5,6%	-6,7%	-9,2%
6	Alpes Maritimes	1.141.324.615	1.019.762.645	916.303.680	921.782.717	862.388.682	770.089.723	686.300.342	-8,1%	-6,9%	-9,4%	-10,9%
13	Bouches du Rhône	2.237.100.948	2.083.783.049	1.952.023.914	1.956.633.103	1.875.408.329	1.740.634.370	1.568.974.742	-5,7%	-4,4%	-7,1%	-9,9%
83	Var	1.335.589.070	1.223.438.109	1.152.371.315	1.142.906.711	1.115.636.244	1.054.466.049	973.236.611	-5,1%	-5,1%	-5,2%	-7,7%
84	Vaucluse	636.331.152	582.713.975	542.347.637	535.251.617	511.195.187	470.722.542	430.079.329	-6,3%	-5,6%	-7,0%	-8,6%
	<b>Grand Total</b>	<b>55.283.430.691</b>	<b>50.454.296.345</b>	<b>46.961.569.345</b>	<b>46.674.525.334</b>	<b>43.849.149.336</b>	<b>40.902.562.041</b>	<b>37.673.920.903</b>	<b>-6,2%</b>	<b>-5,5%</b>	<b>-6,9%</b>	<b>-7,9%</b>

### 3 Total tobacco value composition

	2017	2018	2019	2020	2021	2022	2023	CAGR '17-23	CAGR '17-20	CAGR '20-23	Var. '22-23
<b>Tot. Volume</b>	<b>55.293.430.691</b>	<b>50.454.296.345</b>	<b>46.961.569.345</b>	<b>46.674.525.334</b>	<b>43.849.149.336</b>	<b>40.902.562.041</b>	<b>37.673.920.903</b>	<b>-6,2%</b>	<b>-5,5%</b>	<b>-6,9%</b>	<b>-7,9%</b>
<b>Tot. Value</b>	<b>18.255.284.808 €</b>	<b>19.160.043.376 €</b>	<b>19.647.253.540 €</b>	<b>22.108.194.632 €</b>	<b>21.862.268.458 €</b>	<b>20.405.388.041 €</b>	<b>20.207.702.898 €</b>	<b>1,7%</b>	<b>6,6%</b>	<b>-3,0%</b>	<b>-1,0%</b>
Excise tax	11.462.291.462 €	12.385.978.772 €	12.735.825.211 €	14.552.305.292 €	14.518.771.313 €	13.564.367.797 €	13.400.694.026 €	2,6%	8,3%	-2,7%	-1,2%
VAT	3.042.547.143 €	3.193.340.868 €	3.274.542.029 €	3.684.699.282 €	3.643.736.619 €	3.400.902.490 €	3.367.950.592 €	1,7%	6,6%	-3,0%	-1,0%
Tobacconist's margin	1.729.954.886 €	1.853.922.213 €	1.960.324.460 €	2.205.371.430 €	2.181.812.758 €	2.054.855.369 €	2.041.496.395 €	2,8%	8,4%	-2,5%	-0,7%
Producer's margin	2.020.491.317 €	1.726.801.523 €	1.676.561.840 €	1.665.818.627 €	1.517.947.768 €	1.385.262.384 €	1.397.561.884 €	-6,0%	-6,2%	-5,7%	0,9%
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>Var. '17-23</b>	<b>Var. '17-20</b>	<b>Var. '20-23</b>	<b>Var. '22-23</b>
<b>Tot. Value</b>	<b>100,0%</b>	<b>100,0%</b>	<b>100,0%</b>	<b>100,0%</b>	<b>100,0%</b>	<b>100,0%</b>	<b>100,0%</b>				
Excise tax	62,8%	64,6%	64,8%	65,8%	66,4%	66,5%	66,3%	3,5 p.p.	3,0 p.p.	0,5 p.p.	-0,2 p.p.
VAT	16,7%	16,7%	16,7%	16,7%	16,7%	16,7%	16,7%	0,0 p.p.	0,0 p.p.	0,0 p.p.	0,0 p.p.
Tobacconist's margin	9,5%	9,7%	10,0%	10,0%	10,0%	10,1%	10,1%	0,6 p.p.	0,5 p.p.	0,1 p.p.	0,0 p.p.
Producer's margin	11,1%	9,0%	8,5%	7,5%	6,9%	6,8%	6,9%	-4,2 p.p.	-3,5 p.p.	-0,6 p.p.	0,1 p.p.



