



Smokeless Tobacco, E-Vapour Products and Heated Tobacco in France

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Dinner Lady'S Hybrid Launch Addresses Multi-Format Nicotine Demand

Bio Concept Sas Captures Value-Seeking Vapers through Local Sourcing

Refillable Vapes and Price-Driven Choices Reshape Nicotine Sales

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Closed System Innovators to Capture Loyalty as Regulations Tighten

Nicotine Pouches to Face Decline as E-Vapour Dominates Volumes

Taxation, Bans and Flavour Limits to Reshape Business Strategies

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Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

British American Tobacco France Leverages Portfolio Breadth to Outpace Rivals

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

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E-Commerce Challenges Specialists as Online Device Sales Surge

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2025 Developments

KEY DATA INSIGHTS

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COMPETITIVE LANDSCAPE

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Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Buralistes Adapt to Declining Margins by Expanding Product Mix

Le Petit Vapoteur Accelerates E-Vapour E-Commerce with Value and Variety

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Eco-Consciousness, Provenance, and Value Reshape the Innovation Agenda

Recent Launches Illustrate the Breadth of Innovation across Categories

Innovation Realigns Portfolios, Margins, and Channel Strategies

OPERATING ENVIRONMENT

Legislation

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Point-Of-Sale Display Bans

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PRODUCTION/IMPORTS/EXPORTS

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