

A SMOKE-FREE FRANCE? IT IS POSSIBLE!

A UNITED APPROACH IS NEEDED TO REDUCE THE STAGNATING SMOKING RATE IN FRANCE

Paris – 4th February 2025 - On World Cancer Day, BAT France calls on government, healthcare organizations, academics, and the private sector to coordinate their efforts to adopt practical, science-based policies to reduce smoking rates and achieve a first tobacco-free generation by 2032¹.

« France is at a turning point in the fight against smoking. Despite repressive policies such as one of the highest tobacco taxes in the world and plain packaging, smoking remains one of the causes of preventable cancer attributable to modifiable risk factors, and over 30% of French people still smoke², » explains Sébastien Charbonneau.

“Public health policies against smoking are simply not working. Alarmingly, many people mistakenly believe that smokeless alternatives, such as vaping products or nicotine pouches, are just as risky as combustible cigarettes. »

“This misinformation, fueled by anti-tobacco groups that seem to have lost sight of their primary mission, is spreading fear and misunderstanding about alternative products, ignoring the conclusive facts backed up by scientific studies³. This situation does not benefit smokers, in fact it can harm them. Let’s open the discussion to reach France’s objective.”

Mr. Charbonneau refers to Sweden and New Zealand as examples for France to follow. These two countries have considerably reduced their smoking rates by favoring and encouraging the use of alternative nicotine products.

BAT France wishes to highlight three key points that can lead to a reduction in smoking rates:

- Prevent minors from accessing and using nicotine-based products,
- Eliminate contraband nicotine products, a particularly acute problem in France, where almost 40% of tobacco comes from illegal retailers⁴,
- Provide smokers with the resources they need to give up smoking or encourage them to adopt less harmful alternatives.
- Policy solutions such as a licensing system for nicotine-based products sales.

« I know that some people are skeptical about the tobacco and nicotine industry's commitment to reducing smoking, continues Mr. Charbonneau. Only together we will be able to find solutions to protect minors, help smokers make the transition to less risky alternatives, and tackle head-on the reduction of the health damage associated with smoking. »

To find out more about fair and effective regulation to achieve a smoke-free France, visit our website at - www.francesanstabac.fr

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CONTACT

¹ [Programme national de lutte contre le tabac 2023 - 2027](#)

² [Prévalence du tabagisme en France hexagonale en 2023 parmi les 18-75 ans](#)

³ [Francesanstabac.fr – onglet Recherches](#)

⁴ [Tabac : le marché des cigarettes de contrebande et de contrefaçon en nette hausse en France](#)

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About BAT

BAT is a leading, multi-category consumer goods business with a purpose to build “A Better Tomorrow” by reducing the health impact of its business through offering a greater choice of enjoyable and less risky products for adult consumers.

The company continues to be clear that combustible cigarettes pose serious health risks, and the only way to avoid these risks is not to start or to quit. BAT encourages those who would otherwise continue to smoke to switch completely to scientifically substantiated, reduced-risk alternatives*†.

To deliver this, BAT is transforming into a truly consumer centric multicategory consumer products business.

BAT’s ambition is to have 50 million consumers of its non-combustible products by 2030 and to generate £5billion of New Categories revenue by 2025. BAT has set stretching ESG targets including achieving carbon neutrality for Scopes 1 & 2 by 2030 and eliminating unnecessary single-use plastic and making all plastic packaging reusable, recyclable or compostable by 2025.

BAT employs over 50,000 people and operates in over 180 countries. The BAT Group generated revenue of £27.28 billion in 2023 and profit from operations of £12.46 billion.

The company’s Strategic Portfolio is made up of its global cigarette brands and a growing range of reduced risk*† New Category tobacco and nicotine products and traditional non-combustible tobacco products. These include vapour, tobacco heating products, modern oral products including tobacco-free nicotine pouches, as well as traditional oral products such as snus and moist snuff. By the end of 2023, we will have 26.4 million consumers of our non-combustible products, an increase of 1.5 million compared with 2022.

* Based on the weight of evidence and assuming a complete switch from cigarette smoking. These products are not risk free and are addictive. † Our products as sold in the US, including Vuse, Velo, Grizzly, Kodiak, and Camel Snus, are subject to Food and Drug Administration (FDA) regulation and no reduced-risk claims will be made as to these products without FDA clearance.