

Press Release

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Ban on nicotine pouches - BAT France deplores a dogmatic approach, without debate or consultation, which breaks with the European public health strategy

Paris – 6 September 2025 – The publication in the Official Journal of the decree prohibiting the manufacture, import, distribution and use of oral nicotine products (pouches, gum, lozenges, etc.) marks a dogmatic and unilateral approach, implemented without consultation or parliamentary debate, and in breach of ongoing discussions at European level.

BAT France regrets this decision, which was taken outside the parliamentary framework and without waiting for the completion of work undertaken at European level, in the context of the revision of the Tobacco Excise Duty Directive (TED) and the ongoing evaluation of the Tobacco Products Directive (TPD).

Sébastien Charbonneau, Director of Public Affairs at BAT France :

“By acting alone, France risks isolating its position within the EU, creating a parallel market, and depriving adult smokers of regulated alternatives that are recognized elsewhere as effective tools for reducing tobacco use.”

The ban on nicotine pouches in France goes against:

- the principles of harmonization of the single market, by creating distortions of access between Member States,
- the public health objectives promoted by the “Europe Beating Cancer” strategy, which recognizes the role of reduced-risk products in the fight against smoking,
- European regulatory consistency, even though the Commission is working to regulate these products fiscally rather than ban them.

BAT reiterates its call for a transparent democratic debate on these issues, in line with European processes, economic freedoms and consumer expectations. This debate should enable a rational and scientific assessment of the benefits and risks associated with these products and avoid hasty bans that could prove counterproductive.

END

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About BAT

BAT is a leading global multi-category consumer goods business. Underpinned by world-leading science and R&D, our purpose is to create A Better Tomorrow™ by Building a Smokeless World where, ultimately, cigarettes have become a thing

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of the past. BAT's purpose is backed by Omni™, an evidence-based manifesto for change which captures its commitment and progress.

BAT employs more than 48,000 people and, in 2024, generated revenue of £25.9bn, with an adjusted profit from operations of £11.9bn.

BAT's aim is to have 50 million adult consumers of its Smokeless products by 2030 and generate 50% of its revenue from Smokeless products by 2035. BAT's portfolio is made up of a growing range of nicotine and smokeless tobacco products which include its Vapour brand Vuse; Heated Product brand glo; and Velo, its Modern Oral (nicotine pouch) brand. After only a decade of investment in these products, the Group has delivered New Category revenue of £3.4bn in 2024, with strong progress in profitability. BAT's portfolio reflects our commitment to meeting the evolving and varied preferences of today's adult consumers.

BAT is also reducing the use of natural resources, improving livelihoods, and delivering on its climate goals to be Net Zero across its value chain by 2050. BAT received a Triple A rating from CDP in 2024 for its disclosures on Climate Change, Water Security, and Forests, showcasing its commitment to environmental transparency and action.

*Based on the weight of evidence and assuming complete cessation of smoking. These products are not risk-free and are addictive.

†Our products as sold in the United States, including Vuse, Velo, Grizzly, Kodiak and Camel Snus, are subject to FDA regulation and no reduced risk claims will be made regarding these products without FDA clearance.

[\[1\] Révision de la directive sur la taxation du tabac \(proposition\) - Commission européenne](#)

[\[2\] Use of tobacco and nicotine products - The Public Health Agency of Sweden](#)