

# In a glimpse

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## Tobacco smoking and tobacco cessation in 2024

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In 2024, the decline in tobacco sales continued. This was accompanied by a continued reduction in tobacco smoking, now at a historically low level, and by increasing use of cessation support measures.

### A marked drop in sales in 2024

The volume of tobacco sold through the tobacconist network fell by around 12% compared with 2023. The departments bordering Belgium experienced a decline equivalent to that observed in the rest of the country. This was explained by the price increase in that country, where a 25% rise came into effect on 1<sup>st</sup> January 2024. Despite the fall in volumes, total tobacco revenue reached €19.3 billion, with an average annual growth of 0.9% since 2017, driven by price increases. While sales of cigarettes and roll-your-own tobacco fell sharply in 2024 compared with 2023 (–12% and –13% respectively), sales of other tobacco products (cigars, snuff, chewing tobacco, etc.) increased by 2%.

### Tobacco smoking at historically low levels

In 2023, fewer than one in four adults aged 18 to 75 reported smoking daily – a historically low level. Among adolescents, tobacco smoking continued to decline, with 16% of 17-year-olds smoking daily in 2022, compared with 25% in 2017. At the same time, vaping increased, particularly among young people: In 2022, 6% of 17-year-olds vaped daily, twice as many as in 2014.

### Growing interest in quitting tobacco smoking

Between 2023 and 2024, the use of cessation treatments increased significantly. This was reflected in the rise in sales and reimbursements for nicotine substitution treatment (10% increase in treatment sales), as well as in greater use of cessation support services such as counselling helplines (around 58 000 calls taken by tobacco treatment specialists at the Tobacco Information Service telephone helpline in 2024, compared with around 55 000 in 2023). These changes reflected a growing interest in quitting tobacco smoking, supported by public policies combining price increases, cessation treatment and the creation of smoke-free living environments.

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## **Tobacco in France: sales continue to fall, accompanied by positive momentum in smoking cessation**

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- The volume of tobacco sold through the tobacconist network fell by 11.5% in 2024 compared with 2023. Following the 25% increase in tobacco prices in Belgium on 1<sup>st</sup> January 2024, the departments bordering this country were less affected by this decline in sales volumes than in previous years.
- Total tobacco revenue in mainland France reached €19.3 billion in 2024, with an average annual growth rate of 0.9% since 2017.
- While sales of cigarettes and roll-your-own tobacco declined (by 12.3% and 13.2%), sales of other tobacco products increased overall by 2%.
- Fewer than one in four adults aged 18 to 75 smoked daily in 2023. This was the lowest prevalence ever recorded since 2000. Tobacco smoking among young people also declined, regardless of the frequency of use.
- The vaping market continued to grow, as did rates of use: 6.1% of adults vaped daily in 2023, and 6.2% of 17-year-olds did so in 2022.
- Sales and reimbursements of nicotine substitution treatments, as well as the use of smoking cessation services, increased between 2023 and 2024, reflecting positive momentum in smoking cessation.