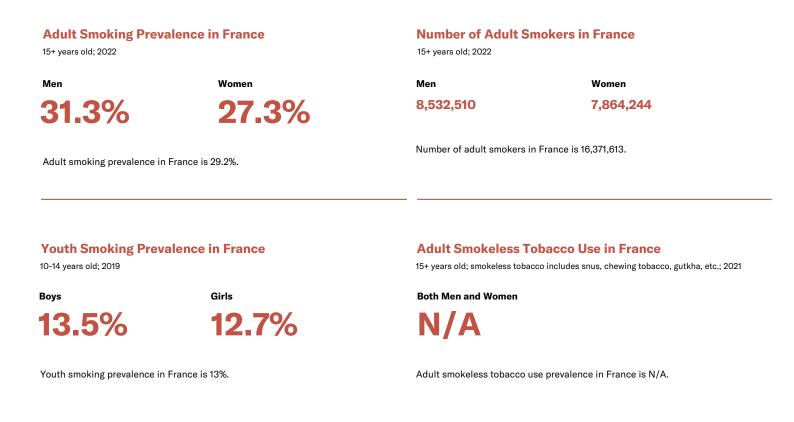
# France



## **Current Rates of Smoking and Tobacco Use in France**

Tobacco use continues to be an epidemic in France. Government complacency in the face of the tobacco epidemic protects the tobacco industry in France as the death toll grows each year. Proponents of healthier societies must push for the implementation of evidence-based best practices in tobacco control to create change and reduce the negative effects of tobacco use.



#### Deaths Caused by Tobacco in France

% deaths attributable to tobacco use in 2021

Men

12.7%



Learn more about global Prevalence, Youth Smoking and Deaths.

8.5% of all deaths in France are caused by tobacco use.

## **Negative Effect of Tobacco Use in France**

Tobacco use harms both the public and fiscal health of France, threatening efforts to improve equity, alleviate poverty, and protect the environment.



#### **Societal Harms**

The economic cost of smoking France is 38,983,909,677 euros. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity caused by illness and premature death.



#### **Harms Development**

Tobacco spending diverts funds from the resources that families need to rise out of poverty. On average in France, a smoker must spend 2.6% of GDP per capita to buy 100 packs of the most popular cigarettes in a year.



#### **Environmental Harms**

Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 447 tons of butts wind up as toxic trash in France each year, equal to 165 female African elephants.



Harms Health Equity The tobacco industry markets its products aggressively to lower-income populations and vouth in France.



#### **Harms NCDs**

Not only is smoking a major risk factor for the 4 largest noncommunicable diseases (cancer, heart diseases, respiratory diseases, and diabetes), but people living with mental illness are nearly 2x as likely to smoke as other individuals.

#### Learn more about Health Effects.

# THE TOBACCO ATLAS

## Impact of the Tobacco Supply Chain on France

The tobacco industry profits significantly from producing and selling tobacco. At the same time, across the tobacco supply chain, there are significant negative health and economic repercussions for France.



Tobacco Production There were approximately 2,232,900,000 cigarettes produced in France in 2023.





**Tobacco Industry** 

The total revenue of the 6 largest tobacco companies in the world was USD 362 billion in 2022, about the same as Pakistan's Gross National Income (GNI), 5x Panama's GNI and 9x Paraguay's GNI.

**Tobacco Growing** There were 3,170 tons of tobacco produced in France in 2022 on 1,170 hectares of quality agricultural land that could have been used to grow food.

#### Learn more about global Growing and Product Sales.

## **Ending the Tobacco Epidemic in France**

Fortunately, there are evidence-based -i.e. proven -solutions to the challenges posed by tobacco use. For several decades, governments around the world have been introducing a set of policies that address the demand for tobacco products, particularly among youth. These policies effectively reduce consumption and are cost-effective because they save governments enormous amounts of money in health care spending and increase economic productivity.

#### **Current Tobacco Control Policies in France**

#### **Designated Smoke-Free Areas in France**



# THE TOBACCO ATLAS

## France

# Availability of Cessation Services in France

#### **Quitting Resources**

NRT and/or some cessation services (at least one of which is cost-covered)

National Quit Line

No

#### Learn more about best practices in Cessation.

#### Tobacco Packaging Regulations in France

#### **Quality of Tobacco Packaging Regulation**

Text warning label with graphic warning label **V Plain Packaging with text/graphic warning label** 

None

Text warning label only

% of Pack Covered

**65%** 

#### Learn more about best practices in Counter Marketing.

#### Tobacco Control Mass Media Campaigns in France

Ran a National Anti-Tobacco Campaign	Yes
Part Of A Comprehensive Tobacco Control Program	Yes
Pre-Tested With The Target Audience	Yes
Target Audience Research Was Conducted	Yes
Aired On Television And/Or Radio	Yes
Utilized Media Planning	Yes
Earned Media/Public Relations Were Used To Promote The Campaign	Yes
Process Evaluation Was Used To Assess Implementation	Yes
Outcome Evaluation Was Used To Assess Effectiveness	Yes

Learn more about best practices in Mass Media.

# THE TOBACCO ATLAS

## **Tobacco Tax Policies in France**

Using evidence-based international recommendations/best practices, the Tobacconomics Cigarette Tax Scorecard assesses four components of tax systems - price, change in affordability, tax share, and structure - on a scale of 0 to 5, where a higher score is preferred.



Learn more about the Scorecard in France.

Regulations on Tobacco Advertising, Promotion, and Sponsorship (TAPS) in France

Marketing is the key avenue that tobacco companies use to reach consumers, new and old. Restricting or eliminating marketing is key to tobacco control success.

Direct Bans	5 out of 7 direct bans implemented	Indirect Bans 8 out o	f 10 direct bans implemented
National TV and radio	Yes	Free distribution in mail or through other mean	ns Yes
International TV and radio	No	Promotional discounts	Yes
International magazines and newspa	apers Yes	Non-tobacco products identified with tobacco names	brand Yes
International magazines and newspa	apers No	Brand name of non-tobacco products used for product	tobacco No
Billboard and outdoor advertising	Yes	Appearance in TV and/or films: tobacco brand placement)	s (product Yes
Advertising at point of sale	Yes	Appearance in TV and/or films: tobacco produ	cts Yes
Advertising on internet	Yes	Prescribed anti-tobacco ads required for any v entertainment media product that depicts tob products, use or images	
		Complete ban on sponsorship	Yes
Ad Ban Compliance	Compliance	Any form of contribution (financial or other su any event, activity or individual	pport) to Yes
ç	92%	Ban on the publicity of financial or other spon support by the tobacco industry of events, act individuals	