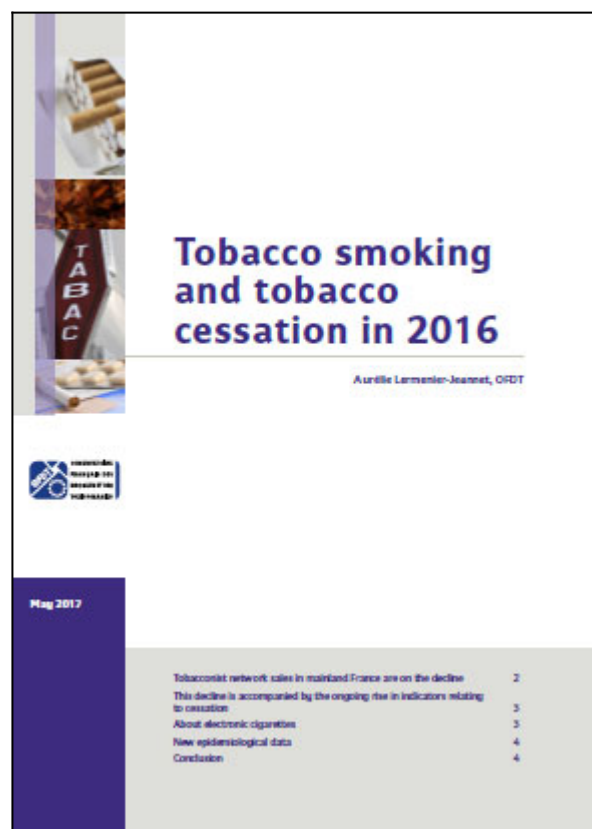


# Tobacco smoking and tobacco cessation in 2016



*Memo, OFDT, 4 p.*  
*May 2017*

Tobacco sales have once again showed a downward trend in 2016 while two exceptional events took place: the mass arrival of standardised tobacco packaging at tobacco retailers and the first edition of the "Moi(s) sans tabac" campaign. In this context where the French public authorities are rallying against tobacco use, all of the indicators for smoking cessation initiatives suggest an improvement.

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