



Tobacco smoking and tobacco cessation in 2017



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The downward trend in official tobacco sales observed in 2016 has been confirmed in 2017 (characterised by a very powerful symbolic measure, plain packaging) with the marked decline in roll-your-own tobacco owing to its lower price. As in 2016, all indicators relating to tobacco cessation point to an improvement, with sales of tobacco cessation treatments reaching a record level, due to higher National Health Insurance Fund reimbursement rates. Furthermore, the Tobacco Information Service telephone helpline/website is attracting ever more users, as part of the growing appeal surrounding the second year of the #MoisSansTabac campaign.

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