



Economic contributions of traditional tobacco and new nicotine products for the EU-27 (2021)

GDP Contribution

Aggregated figures	€ 194 B
Traditional tobacco products	€ 177.4 B
New nicotine products	€ 17.1 B

Employment (direct, indirect and induced)

Aggregated figures	1.552 B
Traditional tobacco products	1.415 K
New nicotine products	137 K

Sales activity (direct, indirect and induced)

Aggregated figures	€ 305 B
Traditional tobacco products	€ 278.1 B
New nicotine products	€ 26.7 B



Source: *The economic footprint of traditional tobacco and new nicotine products. Contributions to the EU-27 in 2021*

Study conducted by S&P Global

*Traditional tobacco products include cigarettes, cigars, cigarillos, fine-cut tobacco and other tobacco products.

**New nicotine products include vapour products, heated tobacco products, and nicotine pouches.



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Wages

Traditional tobacco products	€ 39.7 B
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New nicotine products	€ 3.7 B
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