

## Supporting responsible EU policymaking to advance balanced and science-based regulation for nicotine products

Tobacco Europe is a non commercial association which was formed to represent the common views of major European-based tobacco & nicotine products manufacturers. Our three Full Members are British American Tobacco, JT International & Imperial Brands.

### What we stand for

#### ► Tobacco Europe members stand committed to reducing the health impact of smoking in Europe

Tobacco Europe companies invest heavily in R&D to be at the forefront of the development of new nicotine products, to establish scientifically and in full transparency the risk profile of these products, to inform adult consumers and to provide them with the opportunity to choose new nicotine products which offer potentially reduced risk compared to continued smoking.

#### ► No minors should have access to our products

We believe children and minors should not smoke and should not be able to purchase combustible tobacco products. Our member companies also apply to new nicotine products the same principles that apply for combustibles: they do not market or sell their products to minors, they actively work to support retailers to enforce these principles, and they support the enforcement of regulatory measures to effectively prevent minors' access to combustible and new nicotine products.

#### ► Freedom of choice for informed adults

Tobacco Europe companies are clear and transparent about smoking's health effects and support that all adult consumers of combustible tobacco products are informed about these risks.

#### ► A balanced and science-based regulatory approach

Tobacco Europe companies encourage a regulatory approach that puts consumer safety and product quality first, while encouraging -- not hindering -- innovation and access to new nicotine products., thus fostering their growth and realizing their public health potential.

### Tobacco Europe's views on transparency in decision-making process

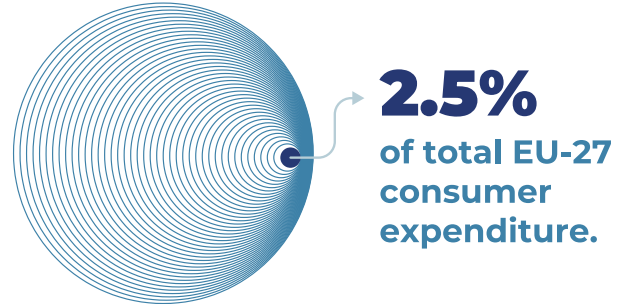
As a legitimate industry representative, we expect to be part of the decision-making process, as any other stakeholder, and remain committed to upholding the principles of transparency and professionalism in regulatory processes.

It is imperative to learn from past instances of potential conflicts of interest, notably in the tendering process, as observed in a framework contract on tobacco control policy in the previous Commission. We therefore urge the European institutions to implement measures to prevent such issues from recurring in the future.

# The industry

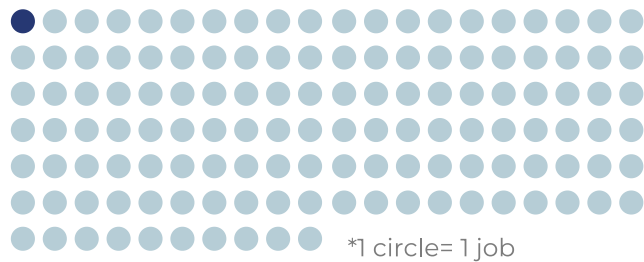
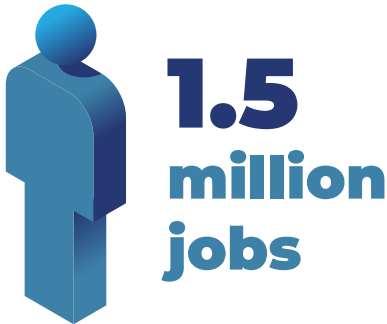
## Expenditure

Consumers in the EU-27 spent €151.3 billion on traditional tobacco products and new nicotine products, i.e. about 2.5% of total EU-27 consumer expenditure.



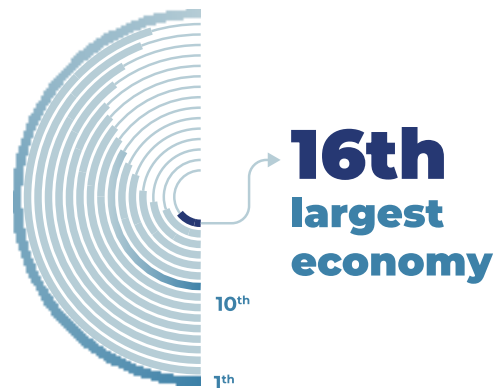
## Employment

Serving that consumer demand ultimately supported over 1.5 million jobs, meaning that 1 out of every 130 jobs in the EU-27 was supported by the industry.



## GDP

In 2021 only, the industry stimulated €194.5 billion in GDP across the EU-27. If embodied as an individual country, it would rank as the 16th largest in the EU.



## Find out more

Considering the on-going transitions the industry is leading, Tobacco Europe and its members commissioned S&P Global a report to quantify the industry's economic footprint in terms of jobs, sales activity, GDP, and wages at the Member State and aggregate EU-27 levels. Curious to learn more about this once-in-a-lifetime transition? Find the report [here!](#)

