

The Grocer

Focus On: Tobacco & Accessories by Ronan Hegarty (ronan.hegarty@thegrocer.co.uk)

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The Story

- **The timing of Marlboro owner Philip Morris boss André Calantzopoulos's pledge to do 'everything he could' to get smokers to switch to smokeless cigarette IQOS leaves little doubt: the age of the traditional fag is coming to an end. And the final regulatory nails – a ban on flavoured products and the sale of cigs in anything but unbranded tar brown packs of 20 (or 30g of RYO) featuring graphic images of the damage smoking does – will be hammered in May. So, with smokeless products already available in other parts of the world, what are their prospects here? Could such products take the wind out of e-cigs? What other tactics can the brands do to protect their business?**

This piece will be chiefly an analysis of how smokeless products are performing in other countries they've been launched in and whether they could impact the growth of e-cigs.

Also, how have the big brands have performed and are we likely to see larger packs introduced to attract price sensitive smokers.

Innovations: We identify four new products or product ranges that have ideally not appeared in The Grocer before, including launch date and RSP, and source a hi-res picture of each.

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What's next for the category?