Market development

- The market share of slim and superslim cigarettes has grown significantly in an overall declining EU cigarette market:

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2012</th>
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<tbody>
<tr>
<td>Market share (%)</td>
<td>3.7%</td>
<td>6%</td>
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</table>

(Source – Euromonitor Passport)

- This is consistent with global trends where the superslim segment is reported to have grown ten times faster than the overall market in the past five years.1
- Slim cigarettes are marketed in particular towards young women2 and are designed to strengthen the perceived association with a slender appearance.3

Scientific evidence

- Scientific studies show that slim cigarettes mislead by giving a false impression of reduced harm in comparison to standard size cigarettes.4
- Young people have been shown to associate slim cigarettes with femininity and elegance.5
- There is no evidence that slim cigarettes differ in their harm potential from other cigarettes.6

International obligations

- The WHO Framework Convention on Tobacco Control (FCTC) – which all Member States have signed up to – stipulates that a tobacco product may not be promoted by means that are "false, misleading, deceptive or likely to create an erroneous impression about its characteristics, health effects, hazards or emissions, including any term, descriptor, trademark, figurative or any other sign that directly or indirectly creates the false impression that a particular tobacco product is less harmful than other tobacco products".7

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7 WHO Framework Convention on Tobacco Control, Article 11.