



38th UNITAB EUROPECONGRESS

European tobacco outlook regulatory challenges and market opportunities

Naples | September 23-24, 2025



Belgium







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General figures

- 17 active tobacco growers in Belgium
- An average of 30 hectares of tobacco each year
- Production of about 40 tons a year
- 95% Dark Air Cured variety "Filippijn"
- 5% Light Air Cured variety "Burley"





Crop 2024

- Bad weather conditions
- Too much rain
- Too little sun
- Unfavourable temperatures
- 80% of normal production





Crop 2025

- Excellent weather conditions
- Good quality and good production
- About 10% of the tobacco crop destroyed by hailstones





Technical day









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Regulation

- From January 1, 2027: ban on smoking and vaping on terraces
- Smoking rooms in establishments, airports, hospitality venues, cigar clubs, and sischa bars will be forbidden too
- Belgium is the second country in Europe with this measure, after Sweden
- Measures have a detrimental impact on consumption and sales





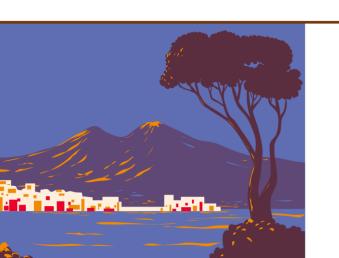
Fertilizers in tobacco: alternatives







"The tobacco farmer remains the foundation on which the entire sector rests"







THANK YOU!