Podcasts | December 17, 2024

12 Days of Regulatory Insights: Day 9 – Trends in the Tobacco Industry

Regulatory Oversight Podcast

SPEAKERS

Bryan M. Haynes | Michael B. Jordan | Agustin E. Rodriguez

In the ninth episode of our *12 Days of Regulatory Insights* podcast series, Michael Jordan, a member of the firm's Tobacco + Nicotine practice, is joined by colleagues Bryan Haynes and Agustin Rodriguez to delve into the regulatory landscape of the tobacco industry in 2024 and what to expect in 2025. Bryan, head of the firm's Tobacco + Nicotine practice, and Agustin, also a member of the Tobacco + Nicotine practice, discuss the increased state-level actions against illicit flavored e-cigarettes due to FDA's inaction. They highlight efforts by state AGs to combat these products, including issuing letters to retailers and establishing product registries. The conversation also touches on the anticipated regulatory changes under the new administration, the potential impact on nicotine pouches, and the implications of the Tobacco Master Settlement Agreement (MSA) and the upcoming escrow refunds for nonparticipating manufacturers. Bryan and Agustin provide insights into the evolving regulatory environment and the implications for the tobacco industry in the coming year.

12 Days of Regulatory Insights 2024

This 12-part series covers a variety of critical regulatory topics, offering insightful discussions from members of our Regulatory Investigations, Strategy + Enforcement practice group and State Attorneys General (AG) team.

Day 1 The Impact of the 2024 State AG Elections

Day 2 AI Under Scrutiny

Day 3 State AG Oversight in the Health Care Industry

©2026 Troutman Pepper Locke

Day 4 A Focus on the FCA

Day 5 Cannabis Chronicles

Day 6 Regulatory Shifts in Consumer Financial Services

Day 7 New Rules in Advertising

Day 8 Inside the Texas AG's Office

Day 9 Trends in the Tobacco Industry

Day 10 Understanding Local Government Dynamics

Day 11 State AGs on the Antitrust Frontline

Day 12 Redefining Online Gaming

RELATED INDUSTRIES + PRACTICES

- Regulatory Investigations, Strategy + Enforcement
- State Attorneys General
- Tobacco + Nicotine