The proposed restrictions on tobacco sales will strongly decrease tobacco outlet availability, and might even disappear in some rural areas. These results call into question how the tobacco industry would respond to the proposed restriction.

**Key messages:**
- This study is the first ex-ante policy evaluation to assess the impact of current and future tobacco control policies at the POS on tobacco outlet availability in the Netherlands.
- The proposed restrictions on tobacco sales will strongly decrease tobacco outlet availability, and might even disappear in some rural areas.