

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Italy

Market Direction | 2022-07-05 | 27 pages | Euromonitor

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Report description:

The shift of consumers from cigarettes to e-vapour and heated tobacco products continued in 2021. Despite increasing taxation and a maturing of the category, demand continued to rise strongly as e-vapour products and heated tobacco remain linked to a perception of less harmful consumption. E-vapour products continued to see strong sales development in 2021, albeit at a slower pace than heated tobacco. The availability of e-vapour products grew significantly in retailing channels, such as tobacco...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated Tobacco market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Investment and tax advantages favour closed over open vaping systems

Regulation may help nicotine pouches to gain a foothold in the market

Strong development continues in heated tobacco as players look to develop newer growth avenues in tobacco

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