

## **Tobacco in Italy**

Market Direction | 2022-07-05 | 57 pages | Euromonitor

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### **Report description:**

The government renewed restrictions on non-essential movements between regions from 21 December 2020 to 6 January 2021 to minimise the risk of a spike in infections over the Christmas period. Travel between regions was restricted on key festive days and the curfew extended to 07.00hrs for New Year's Eve. On 11 January, Italy returned to its "traffic light" zone system, with most of the country in the yellow zone, and no regions in the red zone. However, a new surge in Coronavirus (COVID-19) infe...

Euromonitor International's 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: Cigarettes, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

- \* Get a detailed picture of the 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.

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Higher excise tax for cigarettes, although migration trend limits brand and price band shifts

Consumers increasingly look to newer tobacco categories over fine cut tobacco and cigarettes

#### **PROSPECTS AND OPPORTUNITIES**

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