

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

Market Direction | 2023-06-21 | 26 pages | Euromonitor

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### **Report description:**

2022 was a very important year for heated tobacco. Whilst brand IQOS HEETs (Philip Morris Italia Srl) maintains its majority share, we have been seeing increasing activities from other players start to take small shares from the leader. Brand Neo (British American Tobacco Italia SpA) has grown its shares into double-figures and, while still only holding sub-decimal shares, Camel (JT International Italia Srl) is noted in the category. iD Sticks is a newer entry in heated tobacco, with Pulze in t...

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 2018-2022, 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 2027 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.

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Euromonitor International

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Heated tobacco keeps growing at a very strong rate, supported by an ever-widening range of products

E-vapour continues its development, thanks to closed vaping systems

Nicotine pouches start to develop in Italy after legalisation in early 2022

#### PROSPECTS AND OPPORTUNITIES

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Nicotine pouches set to increase their presence over the forecast period

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