

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

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Report description:

Smokeless tobacco, e-vapour products and heated tobacco was the winning category in Italy in 2023, seeing good volume and value sales. However, we note the absence of moist snuff, chewing tobacco, and smokeless tobacco, thus, the category consists of new generation products such as e-vapour and heated tobacco - which are growing well in Italy. Indeed, these modern products are those most appealing to the younger generations of adults of smoking age, rather than being attracted to cigarettes or s...

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 2019-2023, 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 2028 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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Table of Contents:

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Italy
Euromonitor International
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List Of Contents And Tables

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

A positive performance supported by the rise of next generation products

Closed vaping systems see exceptional growth in both value and volume terms

Sustainability is a key factor to consider when considering next generation products

PROSPECTS AND OPPORTUNITIES

Next generation products set to drive positive sales over the forecast period

Sustainability set to remain a key consideration, with players needing to make adaptive changes

Switch away from traditional tobacco will continue, ultimately supporting sales of modern products

CATEGORY INDICATORS

Table 1 Number of Adult Vapers 2018-2023

CATEGORY DATA

Table 2 Sales of Smokeless Tobacco by Category: Volume 2018-2023

Table 3 Sales of Smokeless Tobacco by Category: % Volume Growth 2018-2023

Table 4 Sales of E-Vapour Products by Category: Volume 2018-2023

Table 5 Sales of E-Vapour Products by Category: % Volume Growth 2018-2023

Table 6 Sales of Tobacco Heating Devices: Volume 2018-2023

Table 7 Sales of Tobacco Heating Devices: % Volume Growth 2018-2023

Table 8 Sales of Heated Tobacco: Volume 2018-2023

Table 9 Sales of Heated Tobacco: % Volume Growth 2018-2023

Table 10 □Sales of Tobacco Free Oral Nicotine: Volume 2018-2023

Table 11 □Sales of Tobacco Free Oral Nicotine: % Volume Growth 2018-2023

Table 12 □Sales of Tobacco Free Oral Nicotine by Category: Value 2018-2023

Table 13 □Sales of Tobacco Free Oral Nicotine: % Value Growth 2018-2023

Table 14 □Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2018-2023

Table 15 □Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2018-2023

Table 16 □Sales of E-Liquids by Nicotine Strength: % Value 2020-2023

Table 17 □NBO Company Shares of Smokeless Tobacco: % Volume 2019-2023

Table 18 □LBN Brand Shares of Smokeless Tobacco: % Volume 2020-2023

Table 19 □NBO Company Shares of E-Vapour Products: % Value 2019-2023

Table 20 □LBN Brand Shares of E-Vapour Products: % Value 2020-2023

Table 21 □NBO Company Shares of Tobacco Heating Devices: % Volume 2019-2023

Table 22 □LBN Brand Shares of Tobacco Heating Devices: % Volume 2020-2023

Table 23 □NBO Company Shares of Heated Tobacco: % Volume 2019-2023

Table 24 □LBN Brand Shares of Heated Tobacco: % Volume 2020-2023

Table 25 □NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2019-2023

Table 26 □LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2020-2023

Table 27 □Distribution of Smokeless Tobacco by Format: % Volume 2018-2023

Table 28 □Distribution of E-Vapour Products by Format: % Value 2018-2023

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Table 29 □Distribution of Tobacco Heating Devices by Format: % Volume 2018-2023

Table 30 □Distribution of Heated Tobacco by Format: % Volume 2018-2023

Table 31 □Forecast Sales of Smokeless Tobacco by Category: Volume 2023-2028

Table 32 □Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2023-2028

Table 33 □Forecast Sales of E-Vapour Products by Category: Volume 2023-2028

Table 34 □Forecast Sales of E-Vapour Products by Category: % Volume Growth 2023-2028

Table 35 □Forecast Sales of Tobacco Heating Devices: Volume 2023-2028

Table 36 □Forecast Sales of Tobacco Heating Devices: % Volume Growth 2023-2028

Table 37 □Forecast Sales of Heated Tobacco: Volume 2023-2028

Table 38 □Forecast Sales of Heated Tobacco: % Volume Growth 2023-2028

Table 39 □Forecast Sales of Tobacco Free Oral Nicotine: Volume 2023-2028

Table 40 □Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2023-2028

Table 41 □Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2023-2028

Table 42 □Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2023-2028

Table 43 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2023-2028

Table 44 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2023-2028

TOBACCO IN ITALY

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 45 Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 46 Sales of Tobacco by Category: Volume 2018-2023

Table 47 Sales of Tobacco by Category: Value 2018-2023

Table 48 Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 49 Sales of Tobacco by Category: % Value Growth 2018-2023

Table 50 Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 51 Forecast Sales of Tobacco by Category: Value 2023-2028

Table 52 Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 53 Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

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