



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Lobbies push to channel sales of e-vapour products through licensed tobacco specialists

Sales of heated tobacco decline for the first time in 2024

E-vapour products in a state of flux as ban on online sales is introduced

PROSPECTS AND OPPORTUNITIES

More restrictive waste management law for batteries in 2025

Flavoured e-liquids will be important for sustaining demand

Heated tobacco devices and blends will need to evolve

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Tobacco in Italy - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Plain packaging

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Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

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SOURCES

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