



**Euromonitor
International**

Cigarettes in Italy

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Traditional cigarettes preferred by older consumers with price remaining a key concern

Three multinationals own the majority of cigarettes' market

Sales of cigarettes remain restricted to licensed operators

PROSPECTS AND OPPORTUNITIES

E-vapour products present stiff competition for traditional cigarettes

Cigarette brands expected to partner with tobacco manufacturers to improve yields

Some players envision Italy as a smoke-free country in the future

TAXATION AND PRICING

Taxation rates

Average cigarette pack price breakdown

Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 1 - Sales of Cigarettes: Volume 2019-2024

Table 2 - Sales of Cigarettes by Category: Value 2019-2024

Table 3 - Sales of Cigarettes: % Volume Growth 2019-2024

Table 4 - Sales of Cigarettes by Category: % Value Growth 2019-2024

Table 5 - Sales of Cigarettes by Blend: % Volume 2019-2024

Table 6 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2019-2024

Table 7 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2019-2024

Table 8 - Sales of Cigarettes by Pack Size: % Volume 2019-2024

Table 9 - Sales of Cigarettes by Price Band: % Volume 2019-2024

Table 10 - NBO Company Shares of Cigarettes: % Volume 2020-2024

Table 11 - LBN Brand Shares of Cigarettes: % Volume 2021-2024

Table 12 - Sales of Cigarettes by Distribution Format: % Volume 2019-2024

Table 13 - Illicit Trade Estimate of Cigarettes: Volume 2019-2024

Table 14 - Forecast Sales of Cigarettes: Volume 2024-2029

Table 15 - Forecast Sales of Cigarettes by Category: Value 2024-2029

Table 16 - Forecast Sales of Cigarettes: % Volume Growth 2024-2029

Table 17 - Forecast Sales of Cigarettes by Category: % Value Growth 2024-2029

Table 18 - Forecast Sales of Cigarettes by Blend: % Volume 2024-2029

Table 19 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2024-2029

Table 20 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2024-2029

Table 21 - Forecast Sales of Cigarettes by Pack Size: % Volume 2024-2029

Table 22 - Forecast Sales of Cigarettes by Price Band: % Volume 2024-2029

Tobacco in Italy - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 2 - 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 23 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

Table 24 - Sales of Tobacco by Category: Volume 2019-2024

Table 25 - Sales of Tobacco by Category: Value 2019-2024

Table 26 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 27 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 28 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 29 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 30 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 31 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 3 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigarettes-in-italy/report.