

Cigars, Cigarillos and Smoking Tobacco in Italy

June 2023

Table of Contents

Cigars, Cigarillos and Smoking Tobacco in Italy - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for cigars maintains at a stable level

Fine cut tobacco declines in 2022, as consumers migrate to e-vapour and heated tobacco products

Local brand Ambasciator Italico strongly wins shares

PROSPECTS AND OPPORTUNITIES

Cigars to grow steadily over the forecast period

Static performance for fine cut tobacco over the forecast period

Cigars' competitive landscape will consolidate further over the forecast period

CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 5 - Sales of Cigars by Size: % Volume 2017-2022

Table 6 - Sales of Cigarillos by Price Platform 2017-2022

Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022

Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022

Table 9 - NBO Company Shares of Cigars: % Volume 2018-2022

Table 10 - LBN Brand Shares of Cigars: % Volume 2019-2022

Table 11 - NBO Company Shares of Cigarillos: % Volume 2018-2022

Table 12 - LBN Brand Shares of Cigarillos: % Volume 2019-2022

Table 13 - NBO Company Shares of Smoking Tobacco: % Volume 2018-2022

Table 14 - LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022

Table 15 - NBO Company Shares of Pipe Tobacco: % Volume 2018-2022

Table 16 - LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022

Table 17 - NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022

Table 18 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022

Table 19 - Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022

Table 20 - Distribution of Smoking Tobacco by Format: % Volume 2017-2022

Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027

Table 22 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027

Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027

Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

Tobacco in Italy - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 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 place
Flavoured tobacco product ban
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 25 - Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 26 - Sales of Tobacco by Category: Volume 2017-2022

Table 27 - Sales of Tobacco by Category: Value 2017-2022

Table 28 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 29 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 30 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 31 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 - 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/cigars-cigarillos-and-smoking-tobacco-in-italy/report.