

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

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

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

Heated tobacco set to be dynamic in tobacco over the forecast period

E-vapour to show solid growth over the forecast period

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Retailing developments
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