



Euromonitor
International

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

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

INDUSTRY PERFORMANCE

Diverse Product Ecosystem Expands Market, Softening Decline in Cigarette Consumption

Tobacco Free Oral Nicotine Surges, While Heated Tobacco Products Lead Volume

Legislative Perceptions Evolve Amidst Rise of Alternative Formats

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Nicotine Pouches to Accelerate as Traditional Formats Plateau

Chart 4 - Analyst Insight for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Retailers to Adapt to Online Restrictions as Illicit Trade Risk Grows

Younger Consumers of Legal Smoking Age to Embrace Pouches as Daily Use Expands

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Italia Retains Dominance as Largest Tobacco Company in Italy

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Tobacconists Lead Distribution While E-Commerce Declines in Relevance

Recycle-Cig Enables Sustainable Disposal through Tobacconist Collaboration

PRODUCTS

Japan Tobacco Elevates Heated Tobacco Experience with Evo Sticks

Vaporart and T-Star Boost Engagement with Customisable and Ai-Driven E-Liquids

British American Tobacco Invests in Modern Oral Products and Production Expansion

ECONOMIC CONTEXT

Chart 9 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in Italy - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Tobacco Specialists Adapt as E-Vapour Attracts Younger Buyers of Legal Smoking Age

Heated Tobacco and Pouches Accelerate as Innovation Drives Adoption

Gradual Excise Hikes and Channel Reforms Reshape Nicotine Landscape

Chart 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Digital Age Checks to Reshape Access as Minors Bypass Restrictions

Chart 18 - Analyst Insight for Nicotine

E-Vapour Flavours to Fuel Quitting While Misinformation Clouds Choices

Recycling Incentives to Promise Value as E-Cigarette Waste Grows

Chart 19 - Forecast Volume Sales 2020-2030

Chart 20 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Established Players Drive Innovation to Remain Relevant

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Tobacco Specialists and Vending Expand Reach as Regulation Shapes Access

PRODUCTS

Philip Morris and Bat Invest in Next-Generation Products as Regulation Tightens

Imperial Brands and Zeltu Enhance User Experience with Device Innovation

Flavour Diversity and Sustainability Reshape Competitive Dynamics

OPERATING ENVIRONMENT

Legislation

Chart 23 - 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

ECONOMIC CONTEXT

Chart 24 - Economic Context for Nicotine

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Nicotine

COUNTRY REPORTS DISCLAIMER

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/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-italy/report.