



Cigarettes in Italy

July 2022

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Cigarettes in Italy - Category analysis

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2021 DEVELOPMENTS

Slower decline in volume sales in 2021 as some consumers turn to cigarettes to cope with stress, anxiety and boredom

Higher excise tax for cigarettes, although migration trend limits brand and price band shifts

Consumers increasingly look to newer tobacco categories over fine cut tobacco and cigarettes

PROSPECTS AND OPPORTUNITIES

Retail volume sales expected to decline for health, economic and migration reasons

Taxation increases to help shape migration effect

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