

# Cigarettes in Italy

June 2023

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#### 2022 DEVELOPMENTS

Cigarettes continues to decline in 2022, as the era of the pandemic comes to an end and taxes increase

Smokers becoming more conservative in their cigarettes consumption

Competition from heated tobacco affects cigarettes performance in 2022

#### PROSPECTS AND OPPORTUNITIES

Cigarettes to decline strongly over the forecast period

Ongoing price hikes will lead consumers to trade down and lower their cigarettes consumption

Increasing competition from next generation products expected

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