

# Cigarettes in Italy

June 2024

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## Cigarettes in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Declining volumes for cigarettes, while value is supported by tax hikes

Players seek ways to keep cigarettes accessible to consumers

Growing competition from next generation products continues, while players adapt their strategies

#### PROSPECTS AND OPPORTUNITIES

Cigarettes volumes will continue to slump, with value sales also set to fall into negative figures

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