

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

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2023 DEVELOPMENTS

A positive performance supported by the rise of next generation products

Closed vaping systems see exceptional growth in both value and volume terms

Sustainability is a key factor to consider when considering next generation products

PROSPECTS AND OPPORTUNITIES

Next generation products set to drive positive sales over the forecast period

Sustainability set to remain a key consideration, with players needing to make adaptive changes

Switch away from traditional tobacco will continue, ultimately supporting sales of modern products

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Tobacco in Italy - Industry Overview

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