

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

<https://marketpublishers.com/r/SAF41B59035EN.html>

Date: June 2023

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: SAF41B59035EN

Abstracts

2022 was a very important year for heated tobacco. Whilst brand iQOS HEETs (Philip Morris Italia Srl) maintains its majority share, we have been seeing increasing activities from other players start to take small shares from the leader. Brand Neo (British American Tobacco Italia SpA) has grown its shares into double-figures and, while still only holding sub-decimal shares, Camel (JT International Italia Srl) is noted in the category. iD Sticks is a newer entry in heated tobacco, with Pulze in t...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated Tobacco market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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