

# Tobacco in Italy

<https://marketpublishers.com/r/TBDB42F291DEN.html>

Date: August 2018

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: TBDB42F291DEN

## Abstracts

Tobacco in Italy

### SUMMARY

Tobacco in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The tobacco market consists of the retail sale of cigarettes, cigars and cigarillos, smokeless tobacco, and smoking tobacco. The cigarettes segment consists of filter cigarettes and plain cigarettes. The cigars and cigarillos segment comprises large cigars and small cigars. Similarly, the smokeless tobacco segment consists of pipe tobacco and fine cut tobacco (FCT) and the smoking tobacco segment includes snuff/snus and chewing tobacco products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2017 exchange rates.

The Italian tobacco market had total revenues of \$20,477.6m in 2017, representing a compound annual rate of change (CARC) of -0.05% between 2013 and 2017.

Market consumption volume declined with a CARC of -0.9% between 2013 and 2017, to reach a total of 71,741.9 million pieces in 2017.

Rising prices have encouraged consumers to switch to roll-your-own cigarettes, which are considered cheap. However, this has affected overall value growth.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the tobacco market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the tobacco market in Italy

Leading company profiles reveal details of key tobacco market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy tobacco market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Italy tobacco market by value in 2017?

What will be the size of the Italy tobacco market in 2022?

What factors are affecting the strength of competition in the Italy tobacco market?

How has the market performed over the last five years?

Who are the top competitors in Italy's tobacco market?

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### COMPANIES MENTIONED

British American Tobacco p.l.c.  
Imperial Brands PLC  
Japan Tobacco Inc.  
Philip Morris International Inc.

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