



# Cigars, Cigarillos and Smoking Tobacco in Italy

June 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Cigars and cigarillos in decline while fine cut tobacco benefits from affordability factor

Toscana is fully operational again with new governance in place

Only licensed dealers can sell tobacco products, including cigars and cigarillos

#### PROSPECTS AND OPPORTUNITIES

Premiumisation set to continue in cigars and cigarillos

Some smokers could move from cigarettes to cigarillos

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What next for tobacco?

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Minimum legal smoking age

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