



Cigars, Cigarillos and Smoking Tobacco in Italy

June 2024

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Cigars, Cigarillos and Smoking Tobacco in Italy - Category analysis

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2023 DEVELOPMENTS

Smoking tobacco achieves positive volume sales, thanks to offering a cheaper alternative to cigarettes

MST and MASAF deal helps to support local cigar production

Innovation in cigars attracts the attention of collectors

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An overall positive performance expected over the forecast period

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