



Euromonitor  
International

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

June 2025

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Lobbies push to channel sales of e-vapour products through licensed tobacco specialists

Sales of heated tobacco decline for the first time in 2024

E-vapour products in a state of flux as ban on online sales is introduced

### PROSPECTS AND OPPORTUNITIES

More restrictive waste management law for batteries in 2025

Flavoured e-liquids will be important for sustaining demand

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Tobacco in Italy - Industry Overview

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Minimum legal smoking age

Smoking prevalence

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