Smoking Tobacco in Italy

Description: RYO tobacco is traditionally popular in Italy among low-income male smokers aged between 15 and 35. Smokers often choose RYO tobacco because of its taste, in addition to the fact that it is seen as more natural than cigarettes as it contains fewer chemicals. In recent years, however, the RYO tobacco smoker profile has changed. The Italian market has witnessed new consumers enter the category, including those which have switched from cigarettes as a result of the economic recession.

The Smoking 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 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Pipe Tobacco, RYO Tobacco.

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

Why buy this report?
- Get a detailed picture of the Smoking 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.

Contents:

SMOKING TOBACCO IN ITALY

September 2015

LIST OF CONTENTS AND TABLES

Headlines
Trends
the Role and Effect of Cannabis/marijuana
Distribution
Competitive Landscape
New Product Developments
Summary 1 Smoking Tobacco: New Product Launches
Prospects
Category Data
Table 1 Sales of Smoking Tobacco by Category: Volume 2009-2014
Table 2 Sales of Smoking Tobacco by Category: Value 2009-2014
Table 3 Sales of Smoking Tobacco by Category: % Volume Growth 2009-2014
Table 4 Sales of Smoking Tobacco by Category: % Value Growth 2009-2014
Table 5 NBO Company Shares of RYO Tobacco: % Volume 2010-2014
Table 6 LBN Brand Shares of RYO Tobacco: % Volume 2011-2014
Table 7 NBO Company Shares of Pipe Tobacco: % Volume 2010-2014
Table 8 LBN Brand Shares of Pipe Tobacco: % Volume 2011-2014
Table 9 Distribution of Smoking Tobacco by Format: % Volume 2009-2014
Table 10 Forecast Sales of Smoking Tobacco by Category: Volume 2014-2019
Table 11 Forecast Sales of Smoking Tobacco by Category: Value 2014-2019
Table 12 Forecast Sales of Smoking Tobacco by Category: % Volume Growth 2014-2019
Table 13 Forecast Sales of Smoking Tobacco by Category: % Value Growth 2014-2019
British American Tobacco Italia SpA in Tobacco (Italy)
Strategic Direction
Key Facts
Summary 2 British American Tobacco Italia SpA: Key Facts
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</tr>
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<td>USD 1980</td>
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