

Why the increase of tobacco taxes and the revision of the EU Tobacco Tax Directive (TTD) are urgent

Italy

Scenario 1:

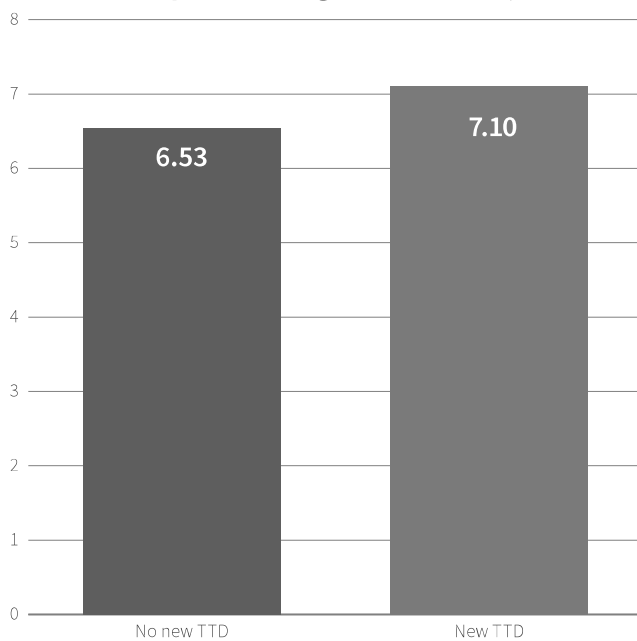
No revision of the current TTD and no increase of tobacco taxes in Italy

Scenario 2:

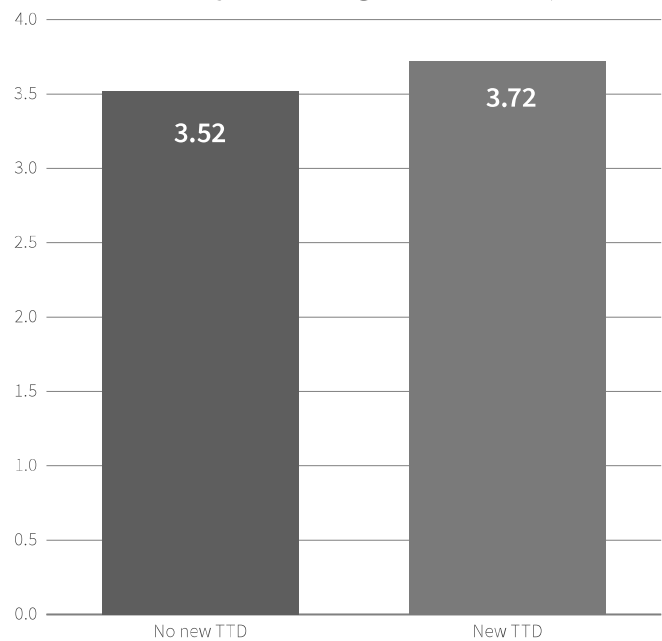
The TTD is revised in 2024 and the reforms start operating in 2025

Expected increase of price under two scenarios

Price of a pack of 20 cigarettes in 2026, in EUR

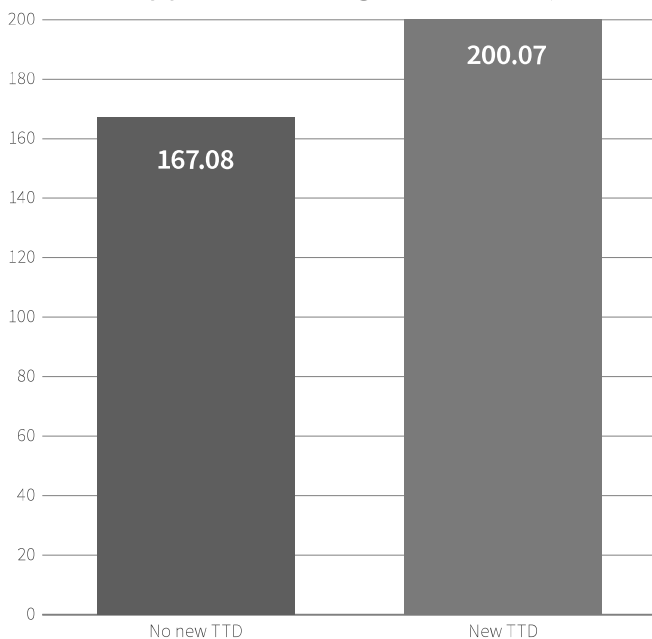


Price of 20 roll-your-own cigarettes in 2026, in EUR

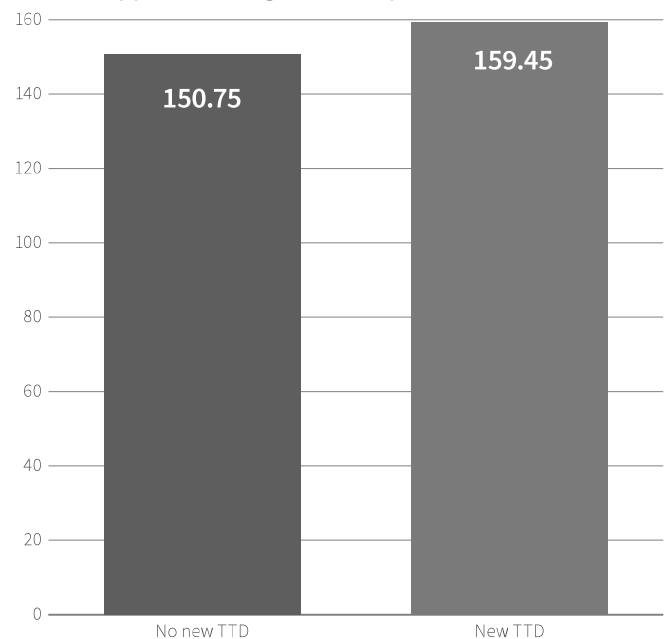


Expected excise duty yield* under two scenarios

Excise duty yield for 1000 cigarettes in 2026, in EUR

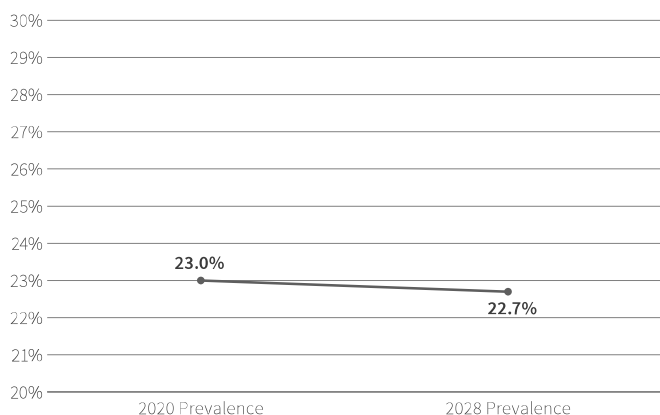


Excise duty yield for 1000 grams of roll-your-tobacco in 2026, in EUR

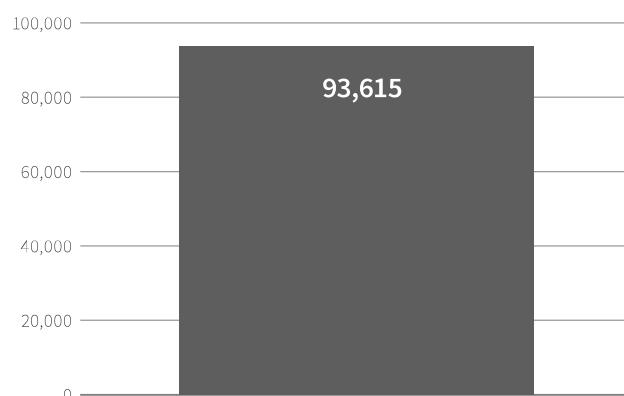


Expected reduction of smoking prevalence and premature deaths

Impact of new TTD on reduction of smoking prevalence

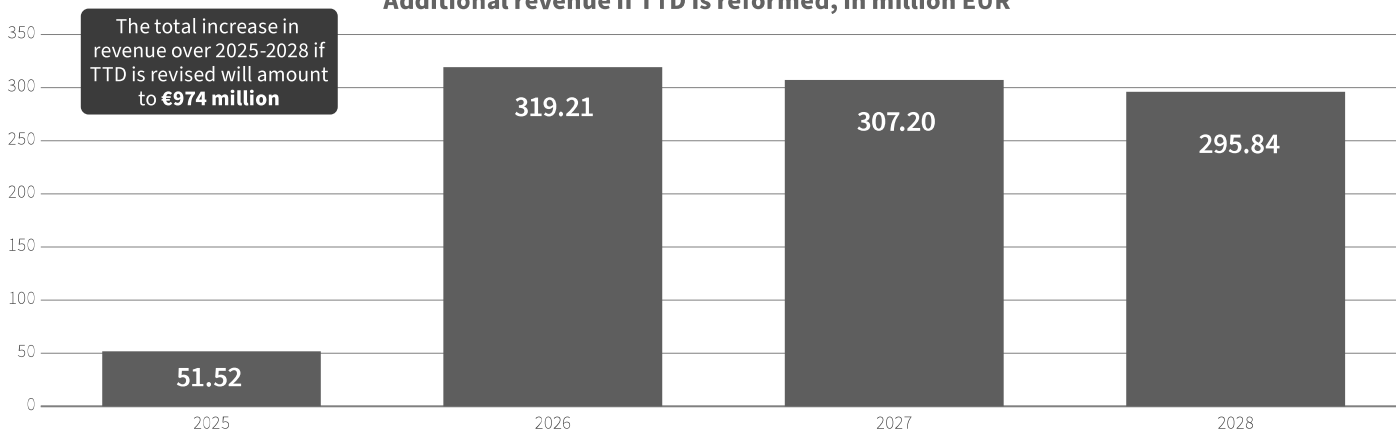


Number of premature deaths averted, new TTD



Increase of revenues

Additional revenue if TTD is reformed, in million EUR**



**The impact of the new TTD on revenue will fade over time if taxes are not adjusted for inflation and income growth.

Cross-border price differences between Italy and EU neighbouring countries in 2026, under two scenarios***

Countries	Austria		Croatia		France		Slovenia	
	No TTD	New TTD	No TTD	New TTD	No TTD	New TTD	No TTD	New TTD
Cigarettes (expected price difference for 20 sticks)	€0.22	€0.29	€2.02	€1.88	€-4.57	€-4.01	€1.40	€1.27
RYO (expected price difference for 20 sticks)	€-0.09	€-0.08	€0.49	€0.38	€-4.22	€-4.02	€-0.20	€-0.46

*** + Indicates that cigarettes/RYO are more expensive in Italy than in neighbouring countries; - indicates that cigarettes/RYO are cheaper in Italy than in neighbouring countries.



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The estimates are based on this [Policy Brief](#)

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