

# Italy

## Tobacco Control Policies

Italy became a Party to the WHO Framework Convention on Tobacco Control on September 30, 2008.

**Smoke Free Places:** The law prohibits smoking in most enclosed places, including indoor workplaces and indoor public places. However, the law allows designated smoking rooms if the designated smoking rooms comply with strict technical standards. For catering establishments (restaurants, bars, and nightclubs), smoking must be prohibited in at least half of the area of the establishment. Smoking is prohibited in public transportation, and in private vehicles if a child or pregnant woman is present.

**Tobacco Advertising, Promotion and Sponsorship:** The law bans many forms of tobacco advertising and promotion, including TV, radio, internet, and most print media. However, the definition of “tobacco advertising” does not clearly cover all promotional activity and, therefore, some tobacco promotion may be allowed. Point of sale product display is allowed. There are some restrictions on tobacco sponsorship and the publicity of such sponsorship.

**Tobacco Packaging and Labeling:** For smoked tobacco products, rotating pictorial health warnings must occupy 65 percent of both the front and back of the package. For smokeless tobacco products, a single text health warning must occupy 30 percent of the front and back of the package. Misleading packaging and labeling, which could include terms such as “light” and “low tar” and other signs, is prohibited.

**Tobacco Taxation and Prices:** The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in Italy are below these recommendations.

| SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN                             |          |  |          |
|--|----------|--|----------|
| Health-care facilities   | No       | Private offices  | No       |
| Primary and secondary schools  | No       | Public transport   | Yes      |
| Universities   | No       | Restaurants  | No       |
| Governmental facilities  | No       | Bars and Pubs  | No       |
| Can subnational jurisdictions enact more stringent smoking restrictions? | Yes      |  |          |
| BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP                  |          |  |          |
| Domestic TV and radio  | Yes      | Promotional discounts  | No       |
| Domestic magazines and newspapers  | Yes      | Non-tobacco products or services with tobacco brand names        | Yes      |
| Outdoor advertising  | Yes      | Tobacco products with non-tobacco brand names                    | Yes      |
| Outdoor advertising (e.g., billboards, posters)                          | Yes      | Paid placement in media  | Yes      |
| Retail product display   | No       | Financial sponsorship, including corporate social responsibility | Yes      |
| Internet advertising   | Yes      | Publicity of sponsorships  | Yes      |
| Free distribution  | No       |  |          |
| HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS                               |          |  |          |
| Text warnings describe health impacts                                    | Yes      | Number of published warnings at any given time                   | 14       |
| Warnings include a picture or graphic                                    | Yes      | Warnings required to rotate                                      | Required |
| % of principal display areas covered (front and back)                    | 65%      | Warnings are written in the principal language(s)                | Yes      |
| Front  | 65%      | Ban on misleading packaging and labeling                         | Yes      |
| Back   | 65%      | Health warnings on smokeless tobacco products                    | Yes      |
| TOBACCO TAXATION AND PRICE   |          |  |          |
| PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES                          |          | TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)                     |          |
| In country currency  | 5.90 EUR | Total taxes  | 77%      |
| In US dollars  | 6.99 USD | Total excise   | 59%      |

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: [www.tobaccocontrolaws.org](http://www.tobaccocontrolaws.org)

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: [www.who.int/tobacco/global\\_report/en/](http://www.who.int/tobacco/global_report/en/)

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