EXECUTIVE SUMMARY

PMI'S ~ €290 BILLION ECONOMIC FOOTPRINT IN THE EU (2019–2023)

A Strategic Contributor to Europe's Competitiveness, Innovation, and Industrial Resilience

Between 2019 to 2023 PMI's contribution to the EU economy includes 1 million jobs supported, €19.6 billion invested in more than 45.000 SME suppliers, and €2.3 billion invested in R&D in the Continent, leading to €33 billion in EU exports.

In the following page, you will find all the key figures from the EU footprint study, summarizing the data across five categories: Exports, Employment & Ecosystem Impact, Investments & Innovation, Fiscal Contribution, and Policy Engagement & Forward Outlook

1. Exports

- **€33.4 billion in EU exports** over five years, including **€8.4 billion in 2023** alone.
- **PMI's export value of heated tobacco products competes with traditional sectors in national export portfolios:**
  - **Italy:** PMI's HTP exports from Italy reached **€1.8 billion in 2023**, nearly matching the country's **olive oil exports of €2.2 billion**
  - **Romania:** PMI's HTP exports from Romania exceeded **€1 billion in 2022**, which equals **half of Romania's wheat exports (€2 billion)**
  - **Greece:** PMI's HTP exports from Greece exceeded **€400 million**, surpassing 50% of **Greece's feta cheese exports (€735 million)**
- Export Compound Annual Growth Rate (CAGR): **+12%**, reflecting strong international demand for EU-made smoke-free products.

2. Employment & Ecosystem Impact

- **1 million+ jobs supported**, including:
  - **21,488 direct FTEs**, only in 2023
  - **80,437 indirect**,
  - **30,214 induced**, and
  - **674,801 retail-influenced jobs**
- PMI's employment productivity is **2.9x higher than the EU average** (reference year 2023).
- **€51.45 billion in total wage** contribution.
- **509,561 retail outlets** selling PMI products (reference year 2023).
- **€13.7 billion in retailer margins**
- Annual supply chain investment growth: **+9% CAGR**.
- **€625 million in tobacco leaf purchases**
- PMI's operations directly pay **over €2 billion annually to farmers**, influencing a total of **€10.5 billion in agricultural wages.**

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- Key farmers Initiatives:
  - "Digital Farmer" program in Italy (p.36)
  - Biomass dryer conversion in Spain (p.36)
  - Scholarships & sustainability programs in Bulgaria and Greece (p.36, 49, 54)
- **€19.6 billion invested in 45,000 SME suppliers**
- **€37 million in workforce training.**

3. Investments & Innovation

- **€43.4 billion total EU investments**
- Includes CAPEX, OPEX, and strategic initiatives in:
  - Digital farming
  - Circular supply chains
  - Youth employment
- **More than €2.3 billion invested in R&D**, in the Continent driving innovation and scientific advancement.

4. Fiscal Contribution

- **€181.3 billion in tax revenues** generated for EU governments.
  - **€38.2 billion in 2023 alone**
  - €143.1 billion, meaning over **80% come from excise taxes**, supporting public budgets for health, climate, and social programs.

5. Policy Engagement and Forward Outlook

- PMI calls for inclusive, innovation-driven policymaking as the EU prepares new regulations that will shape the future of public health and industrial competitiveness.
- Encourages constructive collaboration with businesses that deliver measurable socio-economic value across member states.
- Advocates for pragmatic, forward-looking policies that foster innovation through public-private partnerships and deliver real-world impact.