

EU Economic Footprint

2021-2025



PHILIP MORRIS
INTERNATIONAL



Shape the future
with confidence

€342.8b
PMI total contribution to the EU economy



For every **€1** of PMI's direct activity, a further **€2.02** is generated across the wider EU economy

Europe serves as PMI's global manufacturing hub for smoke-free products

100%

of PMI heated tobacco products & nicotine pouches sold in the EU

95%

of all PMI nicotine pouches worldwide¹

73%

of all PMI heated tobacco products worldwide¹

¹Excluding the US

MADE IN EU

€130.5b

Total economic impact of business activities

€39.5b

Total exports

€27.4b

Invested across Europe in PMI operations

€22.3b

Investment in suppliers

€16.6b

Total value created for retailers

€195.7b

Total tax revenues from PMI activities

~510,000
Retailers across Europe

~49,100
European Suppliers

Nearly **two-thirds** of PMI's supplier investment in the EU is concentrated in Germany, Italy, Poland, the Netherlands and Belgium

From footprint to future value: transformation made in Europe, value created across Europe, capabilities built for the future.

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People and Knowledge

22,490

PMI Jobs in the EU in 2025

~164,000

Value chain jobs supported

~510,000

Retailers across Europe

€582m

Invested in tobacco farming,
supporting rural jobs

~€63b

Wages supported across the value
chain, retail and farming over
2021-2025

€45.8m

Investment in employee
development and training
over the period

~€2.6b

R&D investment across
European continent
between 2021-2025

PMI delivers productivity levels 4.35 times higher than the EU average

Each direct job
supports around
**six more across
the economy**

INVESTMENTS IN

Advanced manufacturing

Scientific research

Innovation

Digital technologies

Supply chain capabilities

· Smoke-free products
generated **3% of PMI's global
revenue**

· **10 manufacturing facilities**
in the EU, all dedicated to
cigarettes; the only European
facility producing smoke-free
products is in Switzerland

2016

· **Smoke-free products** passed
50% of European net revenues
in Q4 2025

· **15 EU manufacturing sites**
supporting the smoke-free
transformation, alongside
facilities in Serbia and
Switzerland

· **Europe is PMI's global hub** for
innovation, manufacturing and
exports

2025