

# **Cigarettes in Mexico**

July 2023

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# Cigarettes in Mexico - Category analysis

### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Trend towards health and wellbeing drives decline in smoking prevalence Multinationals continue to dominate cigarettes in Mexico Flavour capsule cigarettes continue to gain ground

#### PROSPECTS AND OPPORTUNITIES

Changes in regulation set to alter dynamics within cigarettes Illicit trade expected to gain ground from dominant category players Changes to legislation for alternative devices may alter the dynamics of cigarettes

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# PRODUCTION/IMPORTS/EXPORTS

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