

Cigarettes in Dominican Republic

June 2023

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Cigarettes in Dominican Republic - Category analysis

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2022 DEVELOPMENTS

Sales decline due to falling smoking prevalence and shift towards smokeless tobacco

Philip Morris continues to lead via its numerous brands across all price platforms

Japan tobacco international cedes sales and share to La Tabacalera

PROSPECTS AND OPPORTUNITIES

Flavoured cigarettes and capsules set to become increasingly popular

Smaller pack sizes poised to become more popular as taxes and prices rise

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