

Cigarettes in Peru

June 2023

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Cigarettes in Peru - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Illicit trade accounts for more than half of volume sales

Premium brands Lucky Strike and Marlboro increase value share

Traditional grocery stores preferred channel

PROSPECTS AND OPPORTUNITIES

Despite a rebound in 2022, the downward trend in consumption will persist over forecast period

Continued focus on premium brands

Cigarette face ongoing challenge from e-vapour products

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DISCLAIMER

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