

Cigars, Cigarillos and Smoking Tobacco in Ecuador

June 2023

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Cigars, Cigarillos and Smoking Tobacco in Ecuador - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cigars and cigarillos recover as international tourism normalizes Imported cigars and cigarillos are led by Corporación Habanos Ecuadorian brands struggle to grow category

PROSPECTS AND OPPORTUNITIES

Higher tourists flows will boost sales in the forecast period Challenging outlook for Ecuadorian brands Lack of dynamism will limit growth in the forecast period

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