

# **Cigarettes in Latin America**

August 2020

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# INTRODUCTION

Scope Key findings

# REGIONAL OVERVIEW

The illicit market snuffs out growth in Latin America Regulation and high prices limit Latin America cigarettes consumption Brazil sees rapid spike in volume as consumers look for affordable options Region is divided among value-seeking and price-sensitive consumers (1) Region is divided among value-seeking and price-sensitive consumers (2) Mexico leads flavour innovations with triple capsules Traditional channels will play a key role in distribution of cigarettes COVID-19 crisis will affect distribution and occasion consumptions

# LEADING COMPANIES AND BRANDS

Local companies erode the share of multinationals Brand unification is the main strategy across the region

# FORECAST PROJECTIONS

COVID-19 impact will accelerate ongoing trends (1) COVID-19 impact will accelerate ongoing trends (2)

# COUNTRY SNAPSHOTS

Argentina: market context Argentina: competitive and retail landscape Bolivia: market context Bolivia: competitive and retail landscape Brazil: market context Brazil: competitive and retail landscape Chile: market context Chile: competitive and retail landscape Colombia: market context Colombia: competitive and retail landscape Costa Rica: market context Costa Rica: competitive and retail landscape Dominican Republic: market context Dominican Republic: competitive and retail landscape Ecuador: market context Ecuador: competitive and retail landscape Guatemala: market context Guatemala: competitive and retail landscape Peru: market context Peru: competitive and retail landscape Uruguay: market context Uruguay: competitive and retail landscape

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About Via Pricing from Euromonitor International

# About Euromonitor International

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigarettes-in-latin-america/report.