

Cigars, Cigarillos and Smoking Tobacco in Peru

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Recovery after full removal of pandemic restrictions
Competitive landscape turned on its head over review period
Distribution mainly through tobacco specialists

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High prices limit growth
Potential for premium cigarette brands to also distribute through tobacco specialists
Little awareness about cigars and cigarillos

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Tobacco in Peru - Industry Overview

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What next for tobacco?

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Minimum legal smoking age
Smoking prevalence
Tar levels

Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
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