

# Cigarettes in Colombia

June 2023

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## Cigarettes in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

2022 sees an upturn in sales of cigarettes as consumers return to their old routines

Consumers look to shift towards cheaper brands

British American Tobacco cements its leadership

#### PROSPECTS AND OPPORTUNITIES

Cigarettes set for ongoing decline as key players turn their attention to alternative products

Illicit trade likely to increase as taxes rise

Positive growth for economy and mid-priced cigarettes

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