

# Cigars, Cigarillos and Smoking Tobacco in Dominican Republic

June 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

La Aurora SA continues to lead sales thanks to its wide portfolio in cigars  
Small cigars sees strong growth as consumers trade down to less expensive offerings  
Deal finalised between Imperial Brands and Tabacalera Group

### PROSPECTS AND OPPORTUNITIES

Demand for large cigars set to continue declining among the local population  
Cigarillos set to remain a niche category with limited supply and low development  
Premiumisation trend set to cool slightly over the forecast period

### CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022  
Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022  
Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022  
Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022  
Table 5 - Sales of Cigars by Size: % Volume 2017-2022  
Table 6 - Sales of Cigarillos by Price Platform 2017-2022  
Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022  
Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022  
Table 9 - NBO Company Shares of Cigars: % Volume 2018-2022  
Table 10 - LBN Brand Shares of Cigars: % Volume 2019-2022  
Table 11 - NBO Company Shares of Cigarillos: % Volume 2018-2022  
Table 12 - LBN Brand Shares of Cigarillos: % Volume 2019-2022  
Table 13 - NBO Company Shares of Pipe Tobacco: % Volume 2018-2022  
Table 14 - LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022  
Table 15 - Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022  
Table 16 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027  
Table 17 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027  
Table 18 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027  
Table 19 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

## Tobacco in Dominican Republic - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for tobacco?

### OPERATING ENVIRONMENT

Legislation  
Legislative overview  
Summary 1 - Legislation Summary at a Glance  
Minimum legal smoking age  
Smoking prevalence  
Tar levels  
Health warnings  
Plain packaging  
Advertising and sponsorship

Point-of-sale display bans  
Smoking in public places  
Low ignition propensity (LIP) cigarette regulation  
Flavoured tobacco product ban  
Reduced harm  
Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

Table 20 - Number of Adult Smokers by Gender 2017-2022

## MARKET DATA

Table 21 - Sales of Tobacco by Category: Volume 2017-2022

Table 22 - Sales of Tobacco by Category: Value 2017-2022

Table 23 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 24 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 25 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 26 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 27 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 28 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

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## SOURCES

Summary 2 - Research Sources

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