



Euromonitor  
International

# Cigars, Cigarillos and Smoking Tobacco in Ecuador

August 2026

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

### INDUSTRY PERFORMANCE

Hacienda Real Leverages Craftsmanship to Drive Value Recovery

Foreign Visitors Shape Demand as Habitual Use Declines

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

### WHAT'S NEXT?

Tourist Spending Sustains Demand as Local Relevance Wanes

Cigars and Cigarillos Maintain Lead as Informal Risks Persist

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Puros-Habanos Y Cigarros Strengthens Lead with Premium Focus

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

### CHANNELS

Specialist Retailers Sustain Premium Demand with Experiential Focus

Physical Stores Retain Dominance as E-Commerce Shows Slight Growth

### ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Nicotine in Ecuador - Industry Overview](#)

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

### INDUSTRY PERFORMANCE

Vcool Expands Access to Vaping as Cigarette Use Declines

Cigarettes Lose Ground as E-Vapour Products Accelerate Growth

Graphic Warnings and Cessation Tools Reshape Consumer Behaviour

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

## WHAT'S NEXT?

Illicit Trade Sustains Dual Consumption Patterns as E-Vapour Expands

Fragmented E-Vapour Landscape Challenges Formal Cigarette Dominance

Chart 16 - Forecast Volume Sales 2020-2030

Chart 17 - Forecast Volume Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Tabacalera Andina Sa Consolidates Leadership as Distribution and Brand Equity Drive Exclusivity

Chart 18 - Company Shares 2025

Chart 19 - Brand Shares 2025

## CHANNELS

Small Local Grocers Sustain Habitual Sales as E-Vapour Specialists Gain Traction

Regulatory Barriers Limit E-Commerce to Informal E-Vapour Sales

## OPERATING ENVIRONMENT

Legislation

Chart 20 - 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

## ECONOMIC CONTEXT

Chart 21 - Economic Context for Nicotine

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 24 - Consumer Context for Nicotine

Chart 25 - Population 2020-2030

Chart 26 - Consumer Expenditure 2020-2030

Chart 27 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-ecuador/report](http://www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-ecuador/report).