



Cigars, Cigarillos and Smoking Tobacco in Uruguay

September 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Monte Paz Captures Value-Driven Smokers as Incomes Decline

Government Action Curbs Illicit Trade but Limits Innovation

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Flavoured Tobacco to Attract New Smokers as Regulation Fuels Brand Proliferation

Importers to Multiply Brands as Flavour Innovation Compensates for Restrictions

Value Options to Expand as Income Stagnation Boosts Demand for Affordable Choices

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Monte Paz and Sánchez Nogueira Consolidate Leadership as Rivals Lag

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Tobacco Specialist Stores Shape Premium Sales While Kiosks Drive Smoking Tobacco Reach

Mercado Libre Accelerates E-Commerce Gains through Price Promotions and Logistics

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 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in Uruguay - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Illicit Brands Deepen Their Hold as Legal Sales Shrink

Orsi'S Policy Shift Halts E-Vapour and Heated Tobacco Devices

Stricter Packaging and Enforcement Reshape Legal Brand Strategies

Chart 13 - Volume Sales 2020-2030

Chart 14 - Volume Sales by Category 2025

WHAT'S NEXT?

Consumers to Shift Away From Cigarettes as Regulations Tighten

Prohibition of Electronic Devices to Drive Illicit E-Vape Growth and Marginal Gains for Cigars

Chart 15 - Forecast Volume Sales 2020-2030

Chart 16 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Monte Paz Retains Dominance through Strong Brands and Wide Distribution

Chart 17 - Company Shares 2025

Chart 18 - Brand Shares 2025

CHANNELS

Small Local Grocers Sustain Cigarette Sales through Broad Accessibility

Mercado Libre Accelerates E-Commerce Growth Despite Regulatory Hurdles

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 19 - 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 20 - Economic Context for Nicotine

Chart 21 - Real Gdp Growth 2020-2030

Chart 22 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 23 - Consumer Context for Nicotine

Chart 24 - Population 2020-2030

Chart 25 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-uruguay/report.