



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Ecuador

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Vcool Expands Vape Stores to Reach New Consumers Nationwide

Migration to Heated Tobacco Accelerates

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Vape Retailers Embrace Formal Spaces to Drive Compliance and Visibility

Innovation in E-Vapour Devices Sustains Appeal and Repeat Usage

Macroeconomic Stability and Formalisation Enable Broad-Based Expansion

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tabacalera Andina Sa Faces Declining Share as Low-Cost Rivals Proliferate

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Specialised Vape Shops Drive Channel Leadership as Forecourt Retailers Gain Ground

E-Commerce Remains Limited Due to Regulatory Challenges

ECONOMIC CONTEXT

Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

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Chart 13 - Population by Generation 2025

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[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

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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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-ecuador/report.