

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Peru

June 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Single-use e-vapour growing in popularity  
Very different consumer profile to cigarette smokers  
Price per puff key driver of value sales

### PROSPECTS AND OPPORTUNITIES

Rosy outlook over forecast period  
Introduction of regulatory framework expected  
Launch of British American Tobacco's Vuse shakes-up competitive landscape

### CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2017-2022

### CATEGORY DATA

Table 2 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022  
Table 3 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022  
Table 4 - Sales of E-Liquids by Nicotine Strength: % Value 2019-2022  
Table 5 - NBO Company Shares of E-Vapour Products: % Value 2018-2022  
Table 6 - LBN Brand Shares of E-Vapour Products: % Value 2019-2022  
Table 7 - Distribution of E-Vapour Products by Format: % Value 2017-2022  
Table 8 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027  
Table 9 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

## Tobacco in Peru - 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 10 - Number of Adult Smokers by Gender 2017-2022

## MARKET DATA

Table 11 - Sales of Tobacco by Category: Volume 2017-2022

Table 12 - Sales of Tobacco by Category: Value 2017-2022

Table 13 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 14 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 15 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 16 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 17 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 18 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

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## SOURCES

Summary 2 - Research Sources

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