



Cigars, Cigarillos and Smoking Tobacco in Paraguay

September 2026

Cigars, Cigarillos and Smoking Tobacco in Paraguay - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Cuban Premium Brands Attract Affluent Smokers as Mass Sales Fall

Declining Smoking Prevalence Reshapes Demand for Cigars and Smoking Tobacco

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Premiumisation Supports Growth Despite Stagnant Category Volumes

Rising Income and Innovation Fuel Premium Product Adoption

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Black Leaf Leverages Brand Distribution to Reinforce Leadership

CHANNELS

Specialist Retailers Strengthen Their Role in Premium Tobacco

Regulatory Barriers Keep E-Commerce Absent From Tobacco Retail

ECONOMIC CONTEXT

Chart 5 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 6 - Real Gdp Growth 2020-2030

Chart 7 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 8 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 9 - Population 2020-2030

Chart 10 - Consumer Expenditure 2020-2030

Chart 11 - Population by Generation 2025

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[Nicotine in Paraguay - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Nicotine Market Remains Stable Despite Declining Smoking Rates

Consumer Shift to Smokeless Products Accelerates

Regulation and Taxation Redefine the Vaping Landscape

Chart 12 - Volume Sales 2020-2030

Chart 13 - Volume Sales by Category 2025

WHAT'S NEXT?

Declining Smoking Rates to Outweigh Economic Growth

Regulatory Pressures to Moderate Growth in Alternative Nicotine Products

Chart 14 - Forecast Volume Sales 2020-2030

Chart 15 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tabacalera Del Este Sa Reprices Palermo and Cedex Share to Rivals

Chart 16 - Company Shares 2025

Chart 17 - Brand Shares 2025

CHANNELS

Despensas Remain the Cornerstone of Nicotine Retailing

ECONOMIC CONTEXT

Chart 18 - Economic Context for Nicotine

Chart 19 - Real Gdp Growth 2020-2030

Chart 20 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 21 - Consumer Context for Nicotine

Chart 22 - Population 2020-2030

Chart 23 - Consumer Expenditure 2020-2030

Chart 24 - Population by Generation 2025

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