

Cigarettes in Peru

July 2022

Table of Contents

[Cigarettes in Peru - Category analysis](#)

KEY DATA FINDINGS

2021 DEVELOPMENTS

The market is being overtaken by the contraband trade
Premium segment bets on innovation, especially in flavoured capsule cigarettes
Traditional grocery stores the preferred channel for cigarette purchases

PROSPECTS AND OPPORTUNITIES

Brands to primarily focus on premiumisation
Stronger communication around responsible consumption and purchasing
Players will have to adapt to changing consumer mindsets

TAXATION AND PRICING

Taxation rates
Summary 1 - Taxation and Duty Levies 2016-2021
Average cigarette pack price breakdown
Summary 2 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 1 - Sales of Cigarettes: Volume 2016-2021
Table 2 - Sales of Cigarettes by Category: Value 2016-2021
Table 3 - Sales of Cigarettes: % Volume Growth 2016-2021
Table 4 - Sales of Cigarettes by Category: % Value Growth 2016-2021
Table 5 - Sales of Cigarettes by Blend: % Volume 2016-2021
Table 6 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021
Table 7 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021
Table 8 - Sales of Cigarettes by Pack Size: % Volume 2016-2021
Table 9 - Sales of Cigarettes by Price Band: % Volume 2016-2021
Table 10 - NBO Company Shares of Cigarettes: % Volume 2017-2021
Table 11 - LBN Brand Shares of Cigarettes: % Volume 2018-2021
Table 12 - Sales of Cigarettes by Distribution Format: % Volume 2016-2021
Table 13 - Illicit Trade Estimate of Cigarettes: Volume 2016-2021
Table 14 - Forecast Sales of Cigarettes: Volume 2021-2026
Table 15 - Forecast Sales of Cigarettes by Category: Value 2021-2026
Table 16 - Forecast Sales of Cigarettes: % Volume Growth 2021-2026
Table 17 - Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026
Table 18 - Forecast Sales of Cigarettes by Blend: % Volume 2021-2026
Table 19 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026
Table 20 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026
Table 21 - Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026
Table 22 - Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

[Tobacco in Peru - Industry Overview](#)

EXECUTIVE SUMMARY

Tobacco in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 3 - 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 23 - Number of Adult Smokers by Gender 2016-2021

MARKET DATA

Table 24 - Sales of Tobacco by Category: Volume 2016-2021

Table 25 - Sales of Tobacco by Category: Value 2016-2021

Table 26 - Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 27 - Sales of Tobacco by Category: % Value Growth 2016-2021

Table 28 - Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 29 - Forecast Sales of Tobacco by Category: Value 2021-2026

Table 30 - Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 31 - Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 4 - Research Sources

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