

Cigarettes in Peru

Market Direction | 2022-07-21 | 24 pages | Euromonitor

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Report description:

As a result of the COVID-19 crisis, contraband has gained a very important position in the Peruvian market, dramatically expanding its share of overall volumes to surpass the share held by the legal market in 2020 and seeing further share growth in 2021. Cigarettes consumption has migrated to less expensive versions of premium brands, with those of the illicit market being amongst the most preferred by consumers. This situation is not expected to change in the short term, given the annual tax in...

Euromonitor International's Cigarettes in Peru report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cigarettes market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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CIGARETTES IN PERU

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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

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Brands to primarily focus on premiumisation

Stronger communication around responsible consumption and purchasing

Players will have to adapt to changing consumer mindsets

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TOBACCO IN PERU

EXECUTIVE SUMMARY

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