

Tobacco in Peru

Market Direction | 2022-07-21 | 42 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, surpassing the sales of the legal market. Cigarette consumption has migrated to less expensive versions of premium brands, with those of the illicit market being amongst the most preferred. This situation is not expected to change in the short term, given the annual tax increase in the category and the strongly informal character of the economy. Traditional grocery stores represent the dom...

Euromonitor International's Tobacco 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, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

- * Get a detailed picture of the Tobacco 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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Euromonitor International
July 2022

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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

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E-commerce showing signs of growing importance

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