

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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Table of Contents:

Tobacco in Peru
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List Of Contents And Tables

TOBACCO IN PERU

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 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 1 Number of Adult Smokers by Gender 2016-2021

MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2016-2021

Table 3 Sales of Tobacco by Category: Value 2016-2021

Table 4 Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 5 Sales of Tobacco by Category: % Value Growth 2016-2021

Table 6 Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 7 Forecast Sales of Tobacco by Category: Value 2021-2026

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

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SOURCES

Summary 2 Research Sources

CIGARETTES IN PERU

KEY DATA FINDINGS

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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

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 3 Taxation and Duty Levies 2016-2021

Average cigarette pack price breakdown

Summary 4 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 10 Sales of Cigarettes: Volume 2016-2021

Table 11 Sales of Cigarettes by Category: Value 2016-2021

Table 12 Sales of Cigarettes: % Volume Growth 2016-2021

Table 13 Sales of Cigarettes by Category: % Value Growth 2016-2021

Table 14 Sales of Cigarettes by Blend: % Volume 2016-2021

Table 15 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021

Table 16 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021

Table 17 Sales of Cigarettes by Pack Size: % Volume 2016-2021

Table 18 Sales of Cigarettes by Price Band: % Volume 2016-2021

Table 19 □NBO Company Shares of Cigarettes: % Volume 2017-2021

Table 20 □LBN Brand Shares of Cigarettes: % Volume 2018-2021

Table 21 □Sales of Cigarettes by Distribution Format: % Volume 2016-2021

Table 22 □Illicit Trade Estimate of Cigarettes: Volume 2016-2021

Table 23 □Forecast Sales of Cigarettes: Volume 2021-2026

Table 24 □Forecast Sales of Cigarettes by Category: Value 2021-2026

Table 25 □Forecast Sales of Cigarettes: % Volume Growth 2021-2026

Table 26 □Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026

Table 27 □Forecast Sales of Cigarettes by Blend: % Volume 2021-2026

Table 28 □Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026

Table 29 □Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026

Table 30 □Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026

Table 31 □Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN PERU

KEY DATA FINDINGS

2021 DEVELOPMENTS

Cigarettes and fine cut tobacco decline during 2021

Dramatic upturn in performance of cigars

Distribution is mostly concentrated in specialist stores

PROSPECTS AND OPPORTUNITIES

Limited distribution could hamper category development

Long-standing tradition of consuming cigarettes could continue to undermine appeal of cigars, cigarillos and smoking tobacco in the forecast period

E-commerce showing signs of growing importance

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CATEGORY DATA

Table 32 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2016-2021

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2016-2021

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2016-2021

Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2016-2021

Table 36 Sales of Cigars by Size: % Volume 2016-2021

Table 37 Sales of Cigarillos by Price Platform 2016-2021

Table 38 NBO Company Shares of Cigars and Cigarillos: % Volume 2017-2021

Table 39 LBN Brand Shares of Cigars and Cigarillos: % Volume 2018-2021

Table 40 NBO Company Shares of Cigars: % Volume 2017-2021

Table 41 □LBN Brand Shares of Cigars: % Volume 2018-2021

Table 42 □NBO Company Shares of Cigarillos: % Volume 2017-2021

Table 43 □LBN Brand Shares of Cigarillos: % Volume 2018-2021

Table 44 □Distribution of Cigars and Cigarillos by Format: % Volume 2016-2021

Table 45 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2021-2026

Table 46 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2021-2026

Table 47 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2021-2026

Table 48 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2021-2026

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN PERU

KEY DATA FINDINGS

2021 DEVELOPMENTS

Online stores and WhatsApp are the preferred purchasing channels

Convenience stores fail to increase market penetration

Established companies retain lead despite challenges

PROSPECTS AND OPPORTUNITIES

Nicotine salts positioned as the product of choice for experienced consumers

Users seek more variety and innovative flavours

Regulation required for category development

CATEGORY INDICATORS

Table 49 Number of Adult Vapers 2016-2021

CATEGORY DATA

Table 50 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021

Table 51 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2016-2021

Table 52 Sales of E-Liquids by Nicotine Strength: % Value 2019-2021

Table 53 NBO Company Shares of E-Vapour Products: % Value 2017-2021

Table 54 LBN Brand Shares of E-Vapour Products: % Value 2018-2021

Table 55 Distribution of E-Vapour Products by Format: % Value 2016-2021

Table 56 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2021-2026

Table 57 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

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