

## **Tobacco in Ecuador**

Market Direction | 2022-06-28 | 38 pages | Euromonitor

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### **Report description:**

Cigarettes continued to account for most volume sales of tobacco in 2021. The 2020 COVID-19 restrictions led to decreased volume sales, as with people socialising less, they also smoked less. However, in 2021, with society opening up, volume sales were even higher than before the pandemic, with smoking prevalence bucking the declining trend of the review period and increasingly slightly in 2021. Conversely, as discussed below, illicit volume sales were also significantly higher and impacted huge...

Euromonitor International's Tobacco in Ecuador 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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reliable information resources to help drive informed strategic planning.

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## Summary 2 Research Sources

### CIGARETTES IN ECUADOR

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Huge blow with closure of TANASA factory

Illicit sales continue to harm cigarettes

Lark and Lider continue to be best-selling brands

#### PROSPECTS AND OPPORTUNITIES

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#### KEY DATA FINDINGS

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Slight recovery in volumes sales in 2021

Corporacion Habanos continues to dominate cigars and cigarillos in 2021

Limited availability limits consumption

#### PROSPECTS AND OPPORTUNITIES

Shrinking consumer base over forecast period

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