

Cigarettes in Peru

Market Direction | 2023-06-26 | 22 pages | Euromonitor

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Report description:

Illicit trade of cigarettes is a very significant issue, with more than half of volume sales in 2022 believed to be from illicit channels. The problem has become even more acute since 2020. One reason for the increased appetite for illicit cigarettes is the continued increase in taxes on cigarettes. Smuggled cigarettes mainly enter from Bolivia through the Peruvian city of Puno, with authorities doing little to prevent it. Additionally, the cigarettes smuggled through these illegal channels ofte...

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 2018-2022, 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 2027 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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CIGARETTES IN PERU

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Illicit trade accounts for more than half of volume sales

Premium brands Lucky Strike and Marlboro increase value share

Traditional grocery stores preferred channel

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Continued focus on premium brands

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TOBACCO IN PERU

EXECUTIVE SUMMARY

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