

Tobacco in Mexico

Market Direction | 2023-07-18 | 43 pages | Euromonitor

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Report description:

For many years, Mexico was characterised by healthy demographic growth, which led to an increasing number of people of legal smoking age each year and, with it, an increase in the number of smokers, which resulted in positive demand for tobacco products. However, smoking prevalence in Mexico among the adult population continued to decline in 2022 (18.5% compared to 18.6% in 2021). This was mainly due to the greater awareness of the potential health risks associated with smoking, where the trend...

Euromonitor International's Tobacco in Mexico 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, Cigarettes (Illicit+Legal), 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Trend towards health and wellbeing drives decline in smoking prevalence

Multinationals continue to dominate cigarettes in Mexico

Flavour capsule cigarettes continue to gain ground

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Supply chain issues impact product availability

Tobacco specialists and warehouse clubs remain dominant distribution channels

PROSPECTS AND OPPORTUNITIES

Changes to legislation likely to impact category dynamics

Young adults as a new target audience

Healthy living and wellness trends to remain on the agenda

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