

## **Tobacco in Ecuador**

Market Direction | 2024-05-30 | 42 pages | Euromonitor

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### **Report description:**

The tobacco market saw modest volume growth in Ecuador in 2023. Ecuador has gone through a series of problems in recent years, including the strong impact of the COVID-19 crisis, followed by an economic and social crisis that led to a national strike during 2022 and the early departure of Guillermo Lasso's government during 2023. This has led to a severe security crisis that has affected consumption across multiple categories. All of these factors have pushed purchasing power down and have gener...

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 2019-2023, 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 2028 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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Illicit trade continues to expand in Ecuador

Lark and Lider are brands for the local market with different stories

Phillip Morris International revitalises the category with Marlboro Crafted Sunset Mix

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The Ecuadorian security scenario will affect the flow of tourists in 2024

Informal market poses the strongest challenge in the forecast period

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