

## **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.

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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Euromonitor International  
May 2024

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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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Informal market poses the strongest challenge in the forecast period

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