

## **Cigarettes in Mexico**

Market Direction | 2024-06-06 | 25 pages | Euromonitor

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### **Report description:**

Faced with legislative pressure to raise prices and with the growth of the illicit market in Mexico, category leaders such as British American Tobacco opted to expand their portfolios through the addition of lower-priced products to their brand portfolios. Thus, consumers were able to find more affordable ranges such as Montana Shots and Winston Red from Japan Tobacco International, which cost around MXN38 to MXN45 per pack versus the company's traditional Winston Classic range which cost around...

Euromonitor International's Cigarettes 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 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 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.

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Euromonitor International  
June 2024

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