

Tobacco in Mexico

Market Direction | 2024-06-06 | 50 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Tobacco in Mexico was defined by a series of moves within the legislative framework that have forced manufacturers, retailers and consumers to react. At the beginning of 2023, faced with a government-led ban on the display of cigarettes at points of sale, and with limits on smoking in public places, self-service restaurants sought to exclude themselves from the decree. According to interviews, the impact of the legislation differed from one category to another. Regarding cigars, the decree led t...

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 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Tobacco in Mexico
Euromonitor International
June 2024

List Of Contents And Tables

TOBACCO IN MEXICO

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 1 Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2018-2023

Table 3 Sales of Tobacco by Category: Value 2018-2023

Table 4 Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 5 Sales of Tobacco by Category: % Value Growth 2018-2023

Table 6 Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 7 Forecast Sales of Tobacco by Category: Value 2023-2028

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

CIGARETTES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Leading players turn to lower-priced options to sustain demand for their cigarettes

Flavour capsules help to sustain interest in cigarettes

Smoking prevalence in decline as consumers adopt healthier habits

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

New attempts from the government to ban displays and ensure 100% smoke free areas will likely emerge again

Illicit trade cigarettes set to benefit from 2024 elections

Competition from alternatives to tobacco likely to put downward pressure on sales of cigarettes

TAXATION AND PRICING

Taxation rates

Table 10 Taxation and Duty Levies 2018-2023

Average cigarette pack price breakdown

Summary 3 Average Cigarette Pack Price Breakdown

CATEGORY DATA

Table 11 Sales of Cigarettes: Volume 2018-2023

Table 12 Sales of Cigarettes by Category: Value 2018-2023

Table 13 Sales of Cigarettes: % Volume Growth 2018-2023

Table 14 Sales of Cigarettes by Category: % Value Growth 2018-2023

Table 15 Sales of Cigarettes by Blend: % Volume 2018-2023

Table 16 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023

Table 17 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023

Table 18 Sales of Cigarettes by Pack Size: % Volume 2018-2023

Table 19 Sales of Cigarettes by Price Band: % Volume 2018-2023

Table 20 NBO Company Shares of Cigarettes: % Volume 2019-2023

Table 21 LBN Brand Shares of Cigarettes: % Volume 2020-2023

Table 22 Sales of Cigarettes by Distribution Format: % Volume 2018-2023

Table 23 Illicit Trade Estimate of Cigarettes: Volume 2018-2023

Table 24 Forecast Sales of Cigarettes: Volume 2023-2028

Table 25 Forecast Sales of Cigarettes by Category: Value 2023-2028

Table 26 Forecast Sales of Cigarettes: % Volume Growth 2023-2028

Table 27 Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028

Table 28 Forecast Sales of Cigarettes by Blend: % Volume 2023-2028

Table 29 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028

Table 30 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028

Table 31 Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028

Table 32 Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

New legislation has a big impact on sales of cigars and cigarillos

Low exchange rate dissuades American tourists from investing in cigars

Gourmet food trend introducing new consumers to cigar smoking

PROSPECTS AND OPPORTUNITIES

Younger adults embracing the cigar smoking experience

Rising import prices should present opportunities for local producers

Health and wellness trend a major threat to sales of cigars, cigarillos and smoking tobacco

CATEGORY DATA

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2018-2023

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2018-2023

Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2018-2023

Table 36 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 37 Sales of Cigars by Size: % Volume 2018-2023
 Table 38 Sales of Cigarillos by Price Platform 2018-2023
 Table 39 NBO Company Shares of Cigars and Cigarillos: % Volume 2019-2023
 Table 40 LBN Brand Shares of Cigars and Cigarillos: % Volume 2020-2023
 Table 41 NBO Company Shares of Cigars: % Volume 2019-2023
 Table 42 □LBN Brand Shares of Cigars: % Volume 2020-2023
 Table 43 □NBO Company Shares of Cigarillos: % Volume 2019-2023
 Table 44 □LBN Brand Shares of Cigarillos: % Volume 2020-2023
 Table 45 □NBO Company Shares of Smoking Tobacco: % Volume 2019-2023
 Table 46 □LBN Brand Shares of Smoking Tobacco: % Volume 2020-2023
 Table 47 □NBO Company Shares of Pipe Tobacco: % Volume 2019-2023
 Table 48 □LBN Brand Shares of Pipe Tobacco: % Volume 2020-2023
 Table 49 □NBO Company Shares of Fine Cut Tobacco: % Volume 2019-2023
 Table 50 □LBN Brand Shares of Fine Cut Tobacco: % Volume 2020-2023
 Table 51 □Distribution of Cigars and Cigarillos by Format: % Volume 2018-2023
 Table 52 □Distribution of Smoking Tobacco by Format: % Volume 2018-2023
 Table 53 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2023-2028
 Table 54 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2023-2028
 Table 55 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2023-2028
 Table 56 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2023-2028

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heated tobacco successfully finding its audience
 Lack of regulation helps support the rise of 'smoke shops' in Mexico
 E-vapour products continue to attract new users

PROSPECTS AND OPPORTUNITIES

Growing pressure to regulate the sale of e-vapour products while sales of heated tobacco products likely to be constrained by high prices
 Sustainability concerns likely to influence market demand
 Education campaigns likely to be used to curb smoking prevalence among users of e-vapour products

CATEGORY DATA

Table 57 Sales of Smokeless Tobacco by Category: Volume 2018-2023
 Table 58 Sales of Smokeless Tobacco by Category: % Volume Growth 2018-2023
 Table 59 Sales of E-Vapour Products by Category: Volume 2018-2023
 Table 60 Sales of E-Vapour Products by Category: % Volume Growth 2018-2023
 Table 61 Sales of Tobacco Heating Devices: Volume 2018-2023
 Table 62 Sales of Tobacco Heating Devices: % Volume Growth 2018-2023
 Table 63 Sales of Heated Tobacco: Volume 2018-2023
 Table 64 Sales of Heated Tobacco: % Volume Growth 2018-2023
 Table 65 Sales of Tobacco Free Oral Nicotine: Volume 2018-2023
 Table 66 □Sales of Tobacco Free Oral Nicotine: % Volume Growth 2018-2023
 Table 67 □Sales of Tobacco Free Oral Nicotine by Category: Value 2018-2023
 Table 68 □Sales of Tobacco Free Oral Nicotine: % Value Growth 2018-2023
 Table 69 □Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2018-2023
 Table 70 □Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2018-2023
 Table 71 □Sales of E-Liquids by Nicotine Strength: % Value 2020-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 72	□NBO Company Shares of Smokeless Tobacco: % Volume 2019-2023
Table 73	□LBN Brand Shares of Smokeless Tobacco: % Volume 2020-2023
Table 74	□NBO Company Shares of E-Vapour Products: % Value 2019-2023
Table 75	□LBN Brand Shares of E-Vapour Products: % Value 2020-2023
Table 76	□NBO Company Shares of Tobacco Heating Devices: % Volume 2019-2023
Table 77	□LBN Brand Shares of Tobacco Heating Devices: % Volume 2020-2023
Table 78	□NBO Company Shares of Heated Tobacco: % Volume 2019-2023
Table 79	□LBN Brand Shares of Heated Tobacco: % Volume 2020-2023
Table 80	□NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2019-2023
Table 81	□LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2020-2023
Table 82	□Distribution of Smokeless Tobacco by Format: % Volume 2018-2023
Table 83	□Distribution of E-Vapour Products by Format: % Value 2018-2023
Table 84	□Distribution of Tobacco Heating Devices by Format: % Volume 2018-2023
Table 85	□Distribution of Heated Tobacco by Format: % Volume 2018-2023
Table 86	□Forecast Sales of Smokeless Tobacco by Category: Volume 2023-2028
Table 87	□Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2023-2028
Table 88	□Forecast Sales of E-Vapour Products by Category: Volume 2023-2028
Table 89	□Forecast Sales of E-Vapour Products by Category: % Volume Growth 2023-2028
Table 90	□Forecast Sales of Tobacco Heating Devices: Volume 2023-2028
Table 91	□Forecast Sales of Tobacco Heating Devices: % Volume Growth 2023-2028
Table 92	□Forecast Sales of Heated Tobacco: Volume 2023-2028
Table 93	□Forecast Sales of Heated Tobacco: % Volume Growth 2023-2028
Table 94	□Forecast Sales of Tobacco Free Oral Nicotine: Volume 2023-2028
Table 95	□Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2023-2028
Table 96	□Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2023-2028
Table 97	□Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2023-2028
Table 98	□Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2023-2028
Table 99	□Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tobacco in Mexico

Market Direction | 2024-06-06 | 50 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com