

## Cigarettes in Uruguay

Market Direction | 2024-06-11 | 23 pages | Euromonitor

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### Report description:

In 2023, the retail volume sales of cigarettes posted an eighth annual consecutive decline. There were several driving forces behind this negative industry trend. On one hand, this was caused by a decline in smoking prevalence and a lower number of cigarettes smoked per person on a daily basis. People are increasingly aware of the harmful effects of tobacco consumption and are willing to follow healthier habits, including quitting smoking, doing exercise and eating healthier food. On the other h...

Euromonitor International's Cigarettes in Uruguay 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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June 2024

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#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail sales decline as smokers are increasingly aware of the harmful effects of tobacco, while illicit trade continues to grow

Local legal retailers are also part of the illicit trade problem

Cia Industrial de Tabacos Monte Paz retains the outright lead while Philip Morris International continues gaining relative strength in this industry

#### PROSPECTS AND OPPORTUNITIES

Growing presence of Argentineans in Uruguay helps Philip Morris International continue gaining momentum

Despite an ongoing decline in smoking prevalence, the number of smokers rises as the population increases

Brands need to increase consumer awareness of the higher level of toxicity of illegal brands in order to dent sales of illicit cigarettes

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