



Euromonitor
International

Cigarettes in Brazil

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive year for cigarettes despite ongoing scrutiny from consumers and authorities
New measures emerge after a long period with little to no regulatory amendments
Souza Cruz SA (British American Tobacco) continues to dominate cigarette sales in Brazil

PROSPECTS AND OPPORTUNITIES

The full impact of new pricing measures will be felt over 2025
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DISCLAIMER

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