



Cigarettes in Peru

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Illicit trade continues to account for most volume sales
- Philip Morris gains due to growth of economy brand Marlboro Crafted
- Small local grocers continue to dominate, though modern grocery retailers making some inroads

PROSPECTS AND OPPORTUNITIES

- Illicit trade continues to dominate
- Falling smoking rates also dampen volume sales
- Small pack sizes and flavoured cigarettes key areas of focus

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