



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Ecuador

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slump in tourist numbers adversely impacts cigars and cigarillos

Corporación de Habanos continues to lead

Stores located near touristic places

PROSPECTS AND OPPORTUNITIES

Tourism recovery slows decline of cigars and cigarillos

Uncertain future for local brands

Minimal innovation from local brands

CATEGORY DATA

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Tobacco in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence
Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
Low ignition propensity (LIP) cigarette regulation
Flavoured tobacco product ban
Reduced harm
Vapour products

PRODUCTION/IMPORTS/EXPORTS

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MARKET DATA

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DISCLAIMER

SOURCES

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