



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Peru

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cigarillos lead growth in 2024
- Relaunch of cigarillos brand Blackstone makes big impact
- Specialist tobacco retailers continue to dominate

PROSPECTS AND OPPORTUNITIES

- Steady volume growth for cigars and cigarillos over forecast period
- Increase use of cannabis for recreational purposes boosts volume sales
- Limited innovation, with players pushing for wider distribution

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Tobacco in Peru - Industry Overview

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- 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

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