



# Cigarettes in Costa Rica

June 2024

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## Cigarettes in Costa Rica - Category analysis

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#### 2023 DEVELOPMENTS

Price hikes continue to fuel trading down to cheaper brands  
Illicit trade falls but remains high  
Marlboro Vista flavour capsule range is launched in Costa Rica

#### PROSPECTS AND OPPORTUNITIES

Tabacalera Costarricense and BAT expected to maintain near-duopoly  
Cigarettes will continue to lose ground to alternatives perceived as safer  
CBD-infused products could provide growth opportunities

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