



Cigarettes in Uruguay

June 2024

Table of Contents

Cigarettes in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail sales decline as smokers are increasingly aware of the harmful effects of tobacco, while illicit trade continues to grow

Local legal retailers are also part of the illicit trade problem

Cía Industrial de Tabacos Monte Paz retains the outright lead while Philip Morris International continues gaining relative strength in this industry

PROSPECTS AND OPPORTUNITIES

Growing presence of Argentinians in Uruguay helps Philip Morris International continue gaining momentum

Despite an ongoing decline in smoking prevalence, the number of smokers rises as the population increases

Brands need to increase consumer awareness of the higher level of toxicity of illegal brands in order to dent sales of illicit cigarettes

TAXATION AND PRICING

Taxation rates

Table 1 - Taxation and Duty Levies 2018-2023

Average cigarette pack price breakdown

Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 2 - Sales of Cigarettes: Volume 2018-2023

Table 3 - Sales of Cigarettes by Category: Value 2018-2023

Table 4 - Sales of Cigarettes: % Volume Growth 2018-2023

Table 5 - Sales of Cigarettes by Category: % Value Growth 2018-2023

Table 6 - Sales of Cigarettes by Blend: % Volume 2018-2023

Table 7 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023

Table 8 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023

Table 9 - Sales of Cigarettes by Pack Size: % Volume 2018-2023

Table 10 - Sales of Cigarettes by Price Band: % Volume 2018-2023

Table 11 - NBO Company Shares of Cigarettes: % Volume 2019-2023

Table 12 - LBN Brand Shares of Cigarettes: % Volume 2020-2023

Table 13 - Sales of Cigarettes by Distribution Format: % Volume 2018-2023

Table 14 - Illicit Trade Estimate of Cigarettes: Volume 2018-2023

Table 15 - Forecast Sales of Cigarettes: Volume 2023-2028

Table 16 - Forecast Sales of Cigarettes by Category: Value 2023-2028

Table 17 - Forecast Sales of Cigarettes: % Volume Growth 2023-2028

Table 18 - Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028

Table 19 - Forecast Sales of Cigarettes by Blend: % Volume 2023-2028

Table 20 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028

Table 21 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028

Table 22 - Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028

Table 23 - Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

Tobacco in Uruguay - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 2 - 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

MARKET INDICATORS

Table 24 - Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 25 - Sales of Tobacco by Category: Volume 2018-2023

Table 26 - Sales of Tobacco by Category: Value 2018-2023

Table 27 - Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 28 - Sales of Tobacco by Category: % Value Growth 2018-2023

Table 29 - Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 30 - Forecast Sales of Tobacco by Category: Value 2023-2028

Table 31 - Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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