



# Cigarettes in Argentina

May 2024

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## Cigarettes in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cigarette sales retraction amidst economic crisis, declining smoking prevalence, and shift to fine cut tobacco

Sizable downtrading trend from global to local low-cost brands, growth in flavoured options

Strengthening of local companies through pricing and innovation

#### PROSPECTS AND OPPORTUNITIES

Declining consumption due to health concerns and illicit trade evolution

Portfolio reduction strategy driven by global companies

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