



# Cigars, Cigarillos and Smoking Tobacco in Peru

June 2024

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## Cigars, Cigarillos and Smoking Tobacco in Peru - Category analysis

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#### 2023 DEVELOPMENTS

Overall category growth in deep decline in 2023

Tobacco specialist stores remain leading distributors

Premium-positioned products lose out to more affordable brands

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Category holds much potential for future growth in awareness and consumption

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Tar levels  
Health warnings  
Plain packaging  
Advertising and sponsorship  
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Smoking in public places  
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