

# Cigarettes in Brazil

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## Abstracts

Retail volume sales of cigarettes continued to fall in 2018, as a consequence of the unfavourable economic scenario and recent changes in consumers' behaviour. Even though the business confidence index shows signs of recovery, this has not yet translated into consumer purchasing sentiment - Brazilians continue to spend as if unemployed, even if they are not. In this sense, the migration to illicit brands, which tend to be significantly cheaper, continues to grow, already accounting for more than...

Euromonitor International's Cigarettes in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2023 illustrate how the market is set to change.

**Product coverage:** Cigarettes Including Fine Cut Stick Equivalent, Fine Cut Cigarettes.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Cigarettes market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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