

Tobacco in Peru

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Abstracts

Retail volume sales of cigarettes continued to fall during 2018, mainly due to the increase in specific tax on tobacco and consequent rise in prices for consumers. In response, Peruvian smokers have increased consumption of cheaper and illegal products, such as contraband cigarettes. Consequently, although premium price brands continue to lead cigarettes, sales of mid-priced brands are rising as consumers look for innovative products with affordable prices. In addition, rising consumer health aw...

Euromonitor International's Tobacco in Peru 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, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

Get a detailed picture of the Tobacco 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.

Contents

- Executive Summary
- Tax Increases Continue To Impact Sales
- Continued Drop in Smoking Prevalence
- British American Tobacco Remains in Pole Position
- Convenience Stores Gaining Distribution Share
- Strong Potential for Vapour and Heated Tobacco Products
- Operating Environment
- Legislation
 - Summary 1 Legislation Summary at a Glance
- Minimum Legal Smoking Age
- Smoking Prevalence
- Tar Levels
- Health Warnings
- Plain Packaging
- Advertising and Sponsorship
- Advertising Through Retail Points of Sale
- Sponsorship of Sporting/music Events
- Distribution of Tobacco-branded Gifts (eg Cigarette-branded Lighters, Pens, Etc)
- Point-of-sale Display Bans
- Smoking in Public Places
- Flavoured Tobacco Product Ban
- Electronic Cigarettes
- Production/imports/exports
- Market Indicators
 - Table 1 Number of Adult Smokers by Gender 2013-2018
- Market Data
 - Table 2 Sales of Tobacco by Category: Volume 2013-2018
 - Table 3 Sales of Tobacco by Category: Value 2013-2018
 - Table 4 Sales of Tobacco by Category: % Volume Growth 2013-2018
 - Table 5 Sales of Tobacco by Category: % Value Growth 2013-2018
 - Table 6 Forecast Sales of Tobacco by Category: Volume 2018-2023
 - Table 7 Forecast Sales of Tobacco by Category: Value 2018-2023
 - Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2018-2023
 - Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2018-2023
- Sources
 - Summary 2 Research Sources
- Headlines

Prospects

Major Tax Increases Impacting Demand

Intensifying Anti-tobacco Measures

Convenience Stores Gaining Distribution Share

Competitive Landscape

Sales Continue To Be Dominated by British American Tobacco

Distribution Key To Performance

New Innovative Capsule Cigarettes Attracting Consumers

Taxation and Pricing

Taxation Rates

Summary 3 Taxation and Duty Levies 2013-2018

Average Cigarette Pack Price Breakdown

Summary 4 Average Cigarette Pack Price Breakdown: Brand Examples

Category Data

Table 10 Sales of Cigarettes: Volume 2013-2018

Table 11 Sales of Cigarettes by Category: Value 2013-2018

Table 12 Sales of Cigarettes: % Volume Growth 2013-2018

Table 13 Sales of Cigarettes by Category: % Value Growth 2013-2018

Table 14 Sales of Cigarettes by Blend: % Volume 2013-2018

Table 15 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2013-2018

Table 16 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2013-2018

Table 17 Sales of Cigarettes by Pack Size: % Volume 2013-2018

Table 18 Sales of Cigarettes by Price Band: % Volume 2013-2018

Table 19 NBO Company Shares of Cigarettes: % Volume 2014-2018

Table 20 LBN Brand Shares of Cigarettes: % Volume 2015-2018

Table 21 Sales of Cigarettes by Distribution Format: % Volume 2013-2018

Table 22 Illicit Trade Estimate of Cigarettes: Volume 2013-2018

Table 23 Forecast Sales of Cigarettes: Volume 2018-2023

Table 24 Forecast Sales of Cigarettes by Category: Value 2018-2023

Table 25 Forecast Sales of Cigarettes: % Volume Growth 2018-2023

Table 26 Forecast Sales of Cigarettes by Category: % Value Growth 2018-2023

Table 27 Forecast Sales of Cigarettes by Blend: % Volume 2018-2023

Table 28 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023

Table 29 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023

Table 30 Forecast Sales of Cigarettes by Pack Size: % Volume 2018-2023

Table 31 Forecast Sales of Cigarettes by Price Band: % Volume 2018-2023

Headlines

Prospects

Exclusive Image Helps Offset Difficulties Seen in Cigarettes

Social Clubs Help Attract Cigar Smokers

Cigars Continue To Lead Sales

Competitive Landscape

Vegas Del Caribe Leads Cigars and Cigarillos

Cohiba and Montecristo Lead Premium Brand Sales

Tobacco Specialists Continue To Lead Distribution

Category Data

Table 32 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2013-2018

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2013-2018

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2013-2018

Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2013-2018

Table 36 Sales of Cigars by Size: % Volume 2013-2018

Table 37 Sales of Cigarillos by Price Platform 2013-2018

Table 38 NBO Company Shares of Cigars and Cigarillos: % Volume 2014-2018

Table 39 LBN Brand Shares of Cigars and Cigarillos: % Volume 2015-2018

Table 40 NBO Company Shares of Cigars: % Volume 2014-2018

Table 41 LBN Brand Shares of Cigars: % Volume 2015-2018

Table 42 NBO Company Shares of Cigarillos: % Volume 2014-2018

Table 43 LBN Brand Shares of Cigarillos: % Volume 2015-2018

Table 44 Distribution of Cigars and Cigarillos by Format: % Volume 2013-2018

Table 45 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2018-2023

Table 46 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2018-2023

Table 47 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2018-2023

Table 48 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2018-2023

Headlines

Prospects

Rising Demand for Alternative Ways To Stop Smoking

Rising Calls for More Detailed Product Information

Limited Regulation Could Hamper Sales

Competitive Landscape

Sales Remain Highly Fragmented, Characterised by Many Chinese Imports

Growing Availability of US E-liquids Brands

Focus on Social Media Marketing and Communication

Category Indicators

Table 49 Number of Adult Vapers 2013-2018

Category Data

Table 50 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2013-2018

Table 51 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2013-2018

Table 52 NBO Company Shares of E-Vapour Products: % Value 2014-2018

Table 53 LBN Brand Shares of E-Vapour Products: % Value 2015-2018

Table 54 Distribution of E-Vapour Products by Format: % Value 2013-2018

Table 55 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2018-2023

Table 56 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2018-2023

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