

# Tobacco in Uruguay

<https://marketpublishers.com/r/T004C3E304AEN.html>

Date: June 2023

Pages: 38

Price: US\$ 2,100.00 (Single User License)

ID: T004C3E304AEN

## Abstracts

Uruguay struggled with high inflation in 2022. Consequently, people's purchasing power fell. Also, the exchange rate of the UYU against the American dollar appreciated by about 10% in 2022. The combination of high inflation and currency appreciation harmed local tobacco players in particular and benefitted some imported brands.

Euromonitor International's Tobacco in Uruguay report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 illustrate how the market is set to change.

**Product coverage:** Cigarettes, Cigarettes (Illicit+Legal), 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

### TOBACCO IN URUGUAY

#### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

#### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 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 1 Number of Adult Smokers by Gender 2017-2022

#### MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2017-2022

Table 3 Sales of Tobacco by Category: Value 2017-2022

Table 4 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

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#### SOURCES

## Summary 2 Research Sources

### CIGARS, CIGARILLOS AND SMOKING TOBACCO IN URUGUAY

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Fine-cut tobacco posts healthy volume growth

Foreign tourists boost sales of cigarillos in particular

No change in competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Healthy growth for cigarillos, despite increased regulation

Fine cut tobacco continues to benefit from affordability

Small cigars gain further

#### CATEGORY DATA

Table 10 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 11 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 12 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 13 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 14 Sales of Cigars by Size: % Volume 2017-2022

Table 15 Sales of Cigarillos by Price Platform 2017-2022

Table 16 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022

Table 17 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022

Table 18 NBO Company Shares of Cigars: % Volume 2018-2022

Table 19 LBN Brand Shares of Cigars: % Volume 2019-2022

Table 20 NBO Company Shares of Cigarillos: % Volume 2018-2022

Table 21 LBN Brand Shares of Cigarillos: % Volume 2019-2022

Table 22 NBO Company Shares of Smoking Tobacco: % Volume 2018-2022

Table 23 LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022

Table 24 NBO Company Shares of Pipe Tobacco: % Volume 2018-2022

Table 25 LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022

Table 26 NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022

Table 27 LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022

Table 28 Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022

Table 29 Distribution of Smoking Tobacco by Format: % Volume 2017-2022

Table 30 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027

Table 31 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value

2022-2027

Table 32 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027

Table 33 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

**SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN URUGUAY**

**2022 DEVELOPMENTS**

Heated tobacco products unavailable despite government authorisation

E-vapour products continue to be banned

Heated tobacco subject to strict regulation

**PROSPECTS AND OPPORTUNITIES**

Potential for heated tobacco to be considered trendy

High price of heated tobacco an obstacle

Philip Morris holds advantage over British American Tobacco

**CATEGORY DATA**

Table 57 Sales of E-Liquids by Nicotine Strength: % Value 2019-2022

Table 58 Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 59 Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027

Table 60 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 61 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

**CIGARETTES IN URUGUAY**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Significant drop in volume sales in 2022

Philip Morris gains value share, as local currency appreciates and its flavoured Caps

Duo proves very popular

Flavoured capsule cigarettes only success story

**PROSPECTS AND OPPORTUNITIES**

Further significant fall in volume sales over forecast period

Imported brands gain further value share

New launches will be mostly limited to flavoured capsule cigarettes

**TAXATION AND PRICING**

Taxation rates

Table 34 Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 3 Average Cigarette Pack Price Breakdown: Brand Examples

**CATEGORY DATA**

Table 35 Sales of Cigarettes: Volume 2017-2022

Table 36 Sales of Cigarettes by Category: Value 2017-2022

Table 37 Sales of Cigarettes: % Volume Growth 2017-2022

Table 38 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 39 Sales of Cigarettes by Blend: % Volume 2017-2022

Table 40 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 41 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume  
2017-2022

Table 42 Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 43 Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 44 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 45 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 46 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 47 Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 48 Forecast Sales of Cigarettes: Volume 2022-2027

Table 49 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 50 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 51 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 52 Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 53 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume  
2022-2027Table 54 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume  
2022-2027

Table 55 Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 56 Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

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