

# Tobacco in Peru

<https://marketpublishers.com/r/TC54D95FC1AEN.html>

Date: June 2023

Pages: 42

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

ID: TC54D95FC1AEN

## Abstracts

The headline story for tobacco in Peru in 2022 was the continued high level of illicit trade, with more than half of volume sales of cigarettes in 2022 believed to be from illicit channels. The problem has become even more acute since 2020. One reason for the increased appetite for illicit cigarettes is the continued increases in taxes on cigarettes. Smuggled cigarettes mainly enter from Bolivia through the Peruvian city of Puno, with authorities doing little to prevent it. Additionally, the cig...

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 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.

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