



Euromonitor
International

Tobacco in Brazil

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Cigarettes in Brazil

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- New measures emerge after a long period with little to no regulatory amendments
- Souza Cruz SA (British American Tobacco) continues to dominate cigarette sales in Brazil

PROSPECTS AND OPPORTUNITIES

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Cigar product development remains focused on the premium segment
A positive year for fine cut tobacco in Brazil

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Multiple differentiation strategies are used by brands

Distribution of illicit e-vapour products is complex and widespread

PROSPECTS AND OPPORTUNITIES

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