



# Cigarettes in Ecuador

May 2024

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## Cigarettes in Ecuador - Category analysis

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#### 2023 DEVELOPMENTS

Illicit trade continues to expand in Ecuador

Lark and Lider are brands for the local market with different stories

Phillip Morris International revitalises the category with Marlboro Crafted Sunset Mix

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The state of emergency in Ecuador will result in tighter controls

Philip Morris International will focus on smoke-free alternatives

Transnational approach against illicit trade

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