



Cigarettes in Costa Rica

June 2024

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Cigarettes in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes continue to fuel trading down to cheaper brands

Illicit trade falls but remains high

Marlboro Vista flavour capsule range is launched in Costa Rica

PROSPECTS AND OPPORTUNITIES

Tabacalera Costarricense and BAT expected to maintain near-duopoly

Cigarettes will continue to lose ground to alternatives perceived as safer

CBD-infused products could provide growth opportunities

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