



# Cigarettes in Mexico

June 2024

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## Cigarettes in Mexico - Category analysis

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#### 2023 DEVELOPMENTS

Leading players turn to lower-priced options to sustain demand for their cigarettes

Flavour capsules help to sustain interest in cigarettes

Smoking prevalence in decline as consumers adopt healthier habits

#### PROSPECTS AND OPPORTUNITIES

New attempts from the government to ban displays and ensure 100% smoke free areas will likely emerge again

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Competition from alternatives to tobacco likely to put downward pressure on sales of cigarettes

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