



Euromonitor
International

Tobacco in Chile

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Cigarettes in Chile

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- British American Tobacco competes against the illicit market in Chile, while consumers trade down to cheaper brands
- Small local grocers losing ground in the formal market due to the growth of convenience stores

PROSPECTS AND OPPORTUNITIES

Smuggling set to slow down in the short term

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Leading brands are gaining relevance, leaving little room for new competitors

Small local grocers adversely impacted by increased smuggling

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In a highly atomised market, it is the most popular brands that gain share

Vaping stores grow thanks to more relaxed oversight by police and better in-person consumer experience

PROSPECTS AND OPPORTUNITIES

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