



Cigarettes in Uruguay

June 2024

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Cigarettes in Uruguay - Category analysis

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2023 DEVELOPMENTS

Retail sales decline as smokers are increasingly aware of the harmful effects of tobacco, while illicit trade continues to grow

Local legal retailers are also part of the illicit trade problem

Cía Industrial de Tabacos Monte Paz retains the outright lead while Philip Morris International continues gaining relative strength in this industry

PROSPECTS AND OPPORTUNITIES

Growing presence of Argentineans in Uruguay helps Philip Morris International continue gaining momentum

Despite an ongoing decline in smoking prevalence, the number of smokers rises as the population increases

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