



# Cigarettes in Dominican Republic

June 2024

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## Cigarettes in Dominican Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further decline in 2023 due to falling smoking prevalence and shift to e-vapour products and heated tobacco  
Philip Morris Dominicana maintains its strong lead, whilst BAT's Pall Mall gains share thanks to its flavour capsules  
La Tabacalera promotes its Montecarlo and Constanza brands

#### PROSPECTS AND OPPORTUNITIES

Ongoing decline due to health concerns and further migration to e-vapour products  
Illicit trade will remain a challenge despite Philip Morris' collaboration with the DGA  
Price and illicit cigarettes important for lower-income consumers

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