



# Cigarettes in Peru

June 2024

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## [Cigarettes in Peru - Category analysis](#)

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Illicit market expands, undermining growth in cigarettes in 2023  
Philip Morris International launches new economy line, Marlboro Crafted  
Menthol continues to lose ground

#### PROSPECTS AND OPPORTUNITIES

Competition will intensify as players prioritise premiumisation  
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Health and wellness trends and new generational perspectives to subvert interest in cigarette consumption

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cigarettes-in-peru/report](http://www.euromonitor.com/cigarettes-in-peru/report).