

Cigarettes in Chile

June 2025

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Cigarettes in Chile - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales continue to fall amid sustained growth in the illicit market 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 Changes in consumer habits, but, above all, new vaping law presents tough competition for cigarettes in 2025 The short-term competitive environment: lower margins and increased relevance of flavour capsules

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Tobacco in Chile - Industry Overview

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DISCLAIMER

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