



Cigarettes in Argentina

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigarette sales experience decline due to economic instability and lower smoking prevalence

Massalin Particulares leads competitive landscape

Small local grocers dominate cigarette sales, while e-commerce increases its share

PROSPECTS AND OPPORTUNITIES

Cigarette sales will see gradual decline amid regulatory pressures and shifting consumer health concerns

Global companies will continue streamlining their portfolios

Flavoured capsule cigarettes will continue as key focus of new product development

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