



Cigars, Cigarillos and Smoking Tobacco in Mexico

June 2024

Cigars, Cigarillos and Smoking Tobacco in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

New legislation has a big impact on sales of cigars and cigarillos
Low exchange rate dissuades American tourists from investing in cigars
Gourmet food trend introducing new consumers to cigar smoking

PROSPECTS AND OPPORTUNITIES

Younger adults embracing the cigar smoking experience
Rising import prices should present opportunities for local producers
Health and wellness trend a major threat to sales of cigars, cigarillos and smoking tobacco

CATEGORY DATA

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Tobacco in Mexico - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation
Legislative overview
Summary 1 - Legislation Summary at a Glance
Minimum legal smoking age

Smoking prevalence
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
Flavoured tobacco product ban
Vapour products

PRODUCTION/IMPORTS/EXPORTS

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MARKET DATA

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DISCLAIMER

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