



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Peru

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continuing healthy growth of e-vapour products

Vuse (British American Tobacco) holds on to strong lead

Convenience stores are positioned as the main sales channel, while vape shops continue to lose ground

PROSPECTS AND OPPORTUNITIES

Continuing healthy value growth over forecast period

Companies focus on offering value-added benefits

Nicotine pouches gain traction over forecast period

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Tobacco in Peru - Industry Overview

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2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

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SOURCES

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