

# Cigarettes in Ecuador

June 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sole player Phillip Morris International drives awareness of legal products  
E-commerce expands as popular channel for millennials and generation Z  
Local brands perform well against contraband

#### PROSPECTS AND OPPORTUNITIES

Illicit products will continue to overshadow legal sales  
Young adults are attracted by flavours  
Smokeless, e-vapour and heated tobacco to become a stronger substitute for cigarettes

#### TAXATION AND PRICING

Taxation rates

Table 1 - Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 2 - Sales of Cigarettes: Volume 2017-2022

Table 3 - Sales of Cigarettes by Category: Value 2017-2022

Table 4 - Sales of Cigarettes: % Volume Growth 2017-2022

Table 5 - Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 6 - Sales of Cigarettes by Blend: % Volume 2017-2022

Table 7 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 8 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 9 - Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 10 - Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 11 - NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 12 - LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 13 - Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 14 - Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 15 - Forecast Sales of Cigarettes: Volume 2022-2027

Table 16 - Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 17 - Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 18 - Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 19 - Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 20 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 21 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 22 - Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 23 - Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

## Tobacco in Ecuador - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What's next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 2 - Legislation Summary at a Glance

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

## MARKET INDICATORS

Table 24 - Number of Adult Smokers by Gender 2017-2022

## MARKET DATA

Table 25 - Sales of Tobacco by Category: Volume 2017-2022

Table 26 - Sales of Tobacco by Category: Value 2017-2022

Table 27 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 28 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 29 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 30 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 31 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 32 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 3 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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