

# Cigarettes in Bolivia

May 2024

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## Cigarettes in Bolivia - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Significant increase in the impact of illegal trade

Shift in generational preferences and decline of dark tobacco cigarettes

Citsa SA maintains leadership amidst growing challenges

## PROSPECTS AND OPPORTUNITIES

Smoking prevalence continues to decline, impacting the category

Industry pivots towards capturing mid-price cigarettes with flavour innovation

Conventional cigarettes face increasing pressure from e-vapers

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