

Cigarettes in Dominican Republic

June 2024

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Cigarettes in Dominican Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further decline in 2023 due to falling smoking prevalence and shift to e-vapour products and heated tobacco
Philip Morris Dominicana maintains its strong lead, whilst BAT's Pall Mall gains share thanks to its flavour capsules
La Tabacalera promotes its Montecarlo and Constanza brands

PROSPECTS AND OPPORTUNITIES

Ongoing decline due to health concerns and further migration to e-vapour products
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