



# Tobacco in Chile

June 2025

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- British American Tobacco competes against the illicit market in Chile, while consumers trade down to cheaper brands
- Small local grocers losing ground in the formal market due to the growth of convenience stores

## PROSPECTS AND OPPORTUNITIES

Smuggling set to slow down in the short term

Changes in consumer habits, but, above all, new vaping law presents tough competition for cigarettes in 2025

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### 2024 DEVELOPMENTS

Cigars driving growth due to signs of slight economic improvement in 2024

Leading brands are gaining relevance, leaving little room for new competitors

Small local grocers adversely impacted by increased smuggling

## PROSPECTS AND OPPORTUNITIES

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Sustained increase in vaping consumption thanks to greater penetration of single use vapes

In a highly atomised market, it is the most popular brands that gain share

Vaping stores grow thanks to more relaxed oversight by police and better in-person consumer experience

#### PROSPECTS AND OPPORTUNITIES

The market set to take off again as a result of new “vaping law”

Single use vapes will continue to be the fastest-growing products, but e-liquid consumption is not expected to decline anytime soon

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