



Tobacco in Argentina

June 2025

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Cigarettes in Argentina

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- Cigarette sales experience decline due to economic instability and lower smoking prevalence
- Massalin Particulares leads competitive landscape
- Small local grocers dominate cigarette sales, while e-commerce increases its share

PROSPECTS AND OPPORTUNITIES

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Cigars, Cigarillos and Smoking Tobacco in Argentina

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Mixed performance in 2024, as economic recession continues to bite
Tabacalera leads with broad portfolio of local and imported options
Small local grocers gain ground, driven by growing popularity of economically-priced fine cut tobacco

PROSPECTS AND OPPORTUNITIES

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