



Tobacco in El Salvador

June 2025

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tobacco

Non-existent commercial strategies, limiting the best performance to those brands with more regular supply

The availability of cigars, cigarillos, and smoking tobacco in El Salvador remains underdeveloped in specialised stores

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Flavoured options in cigars and smoking tobacco increase in supply, seeking to refresh their positioning among younger adult smokers

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Demand grows for e-vapour products, driven by more affordable disposable options and their appeal to young adult Salvadorans

E-vapour products and heated tobacco in El Salvador are in the initial stage of brand building

The entry of major global e-vapour and heated tobacco brands drives the expansion of distribution in supermarket chains and retail e-commerce platforms

Prospects and Opportunities

More affordable prices and a wide range of innovative flavors in e-vapour products attract an increasing number of smokers, while heated tobacco is forecast to remain niche

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