



Cigars, Cigarillos and Smoking Tobacco in Ecuador

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Slump in tourist numbers adversely impacts cigars and cigarillos
- Corporación de Habanos continues to lead
- Stores located near touristic places

PROSPECTS AND OPPORTUNITIES

- Tourism recovery slows decline of cigars and cigarillos
- Uncertain future for local brands
- Minimal innovation from local brands

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Tobacco in Ecuador - Industry Overview

EXECUTIVE SUMMARY

- Tobacco in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for tobacco?

OPERATING ENVIRONMENT

- Legislation
- Legislative overview
- Summary 1 - Legislation Summary at a Glance
- Minimum legal smoking age

Smoking prevalence
Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
Low ignition propensity (LIP) cigarette regulation
Flavoured tobacco product ban
Reduced harm
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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MARKET DATA

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