



Tobacco in Honduras

June 2025

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British American Tobacco Plc maintains a broad leadership although it faces complications from the cessation of its local production

Small local grocers remains relevant due to the broad reach of this channel, although it faces increasing pressure from the development of convenience stores

Prospects and Opportunities

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The digitalisation of purchasing is advancing in Honduras, although it is still concentrated among demographic groups with greater purchasing power
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Honduran cigar production continues to expand, but does not find a favourable environment for growth in local consumption

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Dynamic competition in disposable e-vapour products with more affordable prices, favours the evolution of the category

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