



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Ecuador

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong growth in closed system single use e-vapour products, while heated tobacco gains traction

Philip Morris International dominates

Legal e-vapour sales expand through mall kiosks, convenience stores and small local grocers, reshaping retail tobacco dynamics in Ecuador

PROSPECTS AND OPPORTUNITIES

Healthy growth over forecast period

Illicit trade remains a key barrier to growth

Continuing innovation over forecast period

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Tobacco in Ecuador - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

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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

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PRODUCTION/IMPORTS/EXPORTS

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