

Tobacco in Brazil

June 2024

Table of Contents

Tobacco in Brazil

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing 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

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 1 - Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 2 - Sales of Tobacco by Category: Volume 2018-2023

Table 3 - Sales of Tobacco by Category: Value 2018-2023

Table 4 - Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 5 - Sales of Tobacco by Category: % Value Growth 2018-2023

Table 6 - Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 7 - Forecast Sales of Tobacco by Category: Value 2023-2028

Table 8 - Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 9 - Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Cigarettes in Brazil

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifting consumer preference and demand for stress relief in 2023

Strategies for success in Brazil's regulated cigarettes category

Navigating challenges and prioritising economy brands in 2023

PROSPECTS AND OPPORTUNITIES

The fates of illicit and legal cigarettes are intertwined Implications of Brazilian tax reform on cigarettes Contrasting trends set to impact cigarettes

TAXATION AND PRICING

Taxation rates

Summary 3 - Taxation and Duty Levies 2018-2023

Average cigarette pack price breakdown

Summary 4 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 10 - Sales of Cigarettes: Volume 2018-2023

Table 11 - Sales of Cigarettes by Category: Value 2018-2023

Table 12 - Sales of Cigarettes: % Volume Growth 2018-2023

Table 13 - Sales of Cigarettes by Category: % Value Growth 2018-2023

Table 14 - Sales of Cigarettes by Blend: % Volume 2018-2023

Table 15 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023

Table 16 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023

Table 17 - Sales of Cigarettes by Pack Size: % Volume 2018-2023

Table 18 - Sales of Cigarettes by Price Band: % Volume 2018-2023

Table 19 - NBO Company Shares of Cigarettes: % Volume 2019-2023

Table 20 - LBN Brand Shares of Cigarettes: % Volume 2020-2023

Table 21 - Sales of Cigarettes by Distribution Format: % Volume 2018-2023

Table 22 - Illicit Trade Estimate of Cigarettes: Volume 2018-2023

Table 23 - Forecast Sales of Cigarettes: Volume 2023-2028

Table 24 - Forecast Sales of Cigarettes by Category: Value 2023-2028

Table 25 - Forecast Sales of Cigarettes: % Volume Growth 2023-2028

Table 26 - Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028

Table 27 - Forecast Sales of Cigarettes by Blend: % Volume 2023-2028

Table 28 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028

Table 29 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028

Table 30 - Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028

Table 31 - Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

Cigars, Cigarillos and Smoking Tobacco in Brazil

KEY DATA FINDINGS

2023 DEVELOPMENTS

Challenges and opportunities in cigars in Brazil

Sensory experiences and the influence of female consumers

Overcoming challenges in cigars in Brazil: Navigating pricing and expansion of the consumer base

PROSPECTS AND OPPORTUNITIES

Brazil's "sin tax" proposal and strategic opportunities in the tobacco industry

The influence of whiskies on cigars in Brazil

Opportunities for Brazilian cigar producers in a shifting market

CATEGORY DATA

Table 32 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2018-2023

Table 33 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2018-2023

Table 34 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2018-2023

Table 35 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2018-2023

Table 36 - Sales of Cigars by Size: % Volume 2018-2023

- Table 37 Sales of Cigarillos by Price Platform 2018-2023
- Table 38 NBO Company Shares of Cigars and Cigarillos: % Volume 2019-2023
- Table 39 LBN Brand Shares of Cigars and Cigarillos: % Volume 2020-2023
- Table 40 NBO Company Shares of Cigars: % Volume 2019-2023
- Table 41 LBN Brand Shares of Cigars: % Volume 2020-2023
- Table 42 NBO Company Shares of Cigarillos: % Volume 2019-2023
- Table 43 LBN Brand Shares of Cigarillos: % Volume 2020-2023
- Table 44 NBO Company Shares of Smoking Tobacco: % Volume 2019-2023
- Table 45 LBN Brand Shares of Smoking Tobacco: % Volume 2020-2023
- Table 46 NBO Company Shares of Pipe Tobacco: % Volume 2019-2023
- Table 47 LBN Brand Shares of Pipe Tobacco: % Volume 2020-2023
- Table 48 NBO Company Shares of Fine Cut Tobacco: % Volume 2019-2023
- Table 49 LBN Brand Shares of Fine Cut Tobacco: % Volume 2020-2023
- Table 50 Distribution of Cigars and Cigarillos by Format: % Volume 2018-2023
- Table 51 Distribution of Smoking Tobacco by Format: % Volume 2018-2023
- Table 52 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2023-2028
- Table 53 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2023-2028
- Table 54 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2023-2028
- Table 55 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tobacco-in-brazil/report.