



Euromonitor
International

Cigarettes in Ecuador

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigarettes Summary

INDUSTRY PERFORMANCE

Lark Consolidates Loyalty as Illicit Trade Limits Legal Gains

Stronger Health Warnings and Support Tools Reshape Smoker Behaviour

Illicit Volumes and E-Vapour Appeal Further Marginalise Legal Sales

Chart 1 - Volume Sales 2020-2030

WHAT'S NEXT?

Illicit Products Sustain Demand as Legal Volumes Erode

E-Vapour Migration Accelerates as Smokers Seek Alternatives

Chart 2 - Forecast Volume Sales 2020-2030

COMPETITIVE LANDSCAPE

Lark Gains Share as Philip Morris International Inc Restructures Brand Portfolio

Chart 3 - Company Shares 2025

Chart 4 - Brand Shares 2025

CHANNELS

Small Local Grocers Expand Reach as Illicit Trade Deepens

Retail E-Commerce Fails to Capture Cigarette Demand

Chart 5 - Retail Channels 2020-2025

TAXATION AND PRICING

Taxation Rates

Average Cigarette Pack Price Breakdown

Chart 6 - Cigarette Price Band Definitions

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigarettes

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigarettes

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in Ecuador - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Vcool Expands Access to Vaping as Cigarette Use Declines

Cigarettes Lose Ground as E-Vapour Products Accelerate Growth
Graphic Warnings and Cessation Tools Reshape Consumer Behaviour
Chart 14 - Volume Sales 2020-2030
Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Illicit Trade Sustains Dual Consumption Patterns as E-Vapour Expands
Fragmented E-Vapour Landscape Challenges Formal Cigarette Dominance
Chart 16 - Forecast Volume Sales 2020-2030
Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tabacalera Andina Sa Consolidates Leadership as Distribution and Brand Equity Drive Exclusivity
Chart 18 - Company Shares 2025
Chart 19 - Brand Shares 2025

CHANNELS

Small Local Grocers Sustain Habitual Sales as E-Vapour Specialists Gain Traction
Regulatory Barriers Limit E-Commerce to Informal E-Vapour Sales

OPERATING ENVIRONMENT

Legislation
Chart 20 - 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

ECONOMIC CONTEXT

Chart 21 - Economic Context for Nicotine
Chart 22 - Real Gdp Growth 2020-2030
Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Nicotine
Chart 25 - Population 2020-2030
Chart 26 - Consumer Expenditure 2020-2030
Chart 27 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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 focussing 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/cigarettes-in-ecuador/report.