



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Mexico

July 2026

[Cigars, Cigarillos and Smoking Tobacco in Mexico - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Economic Pressures Contribute to Flat Growth in Relatively Niche Industry
Imported Cigars From Nicaragua and Honduras Drive Accessible Luxury
Celebratory Consumption Moments Sustain Premium Cigar Appeal in Social Settings
Chart 1 - Volume Sales 2020-2030
Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Price Increases to Drive Higher Prices and Reshape Value Chain Costs
Positive Performance in Cigars and Cigarillos to Drive Overall Category Growth
Stronger Peso and Rigid Pricing to Limit Impact of Import Cost Shifts
Chart 3 - Forecast Volume Sales 2020-2030
Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nueva Dintabac Secures Leadership as Premium and Imported Brands Expand
Chart 5 - Company Shares 2025
Chart 6 - Brand Shares 2025

CHANNELS

Tobacco Specialists Maintain Lead as Multipack Clubs Lose Ground
Specialist Stores Limit Online Retail as Experiential Demand Prevails

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigars, Cigarillos and Smoking Tobacco
Chart 8 - Real Gdp Growth 2020-2030
Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco
Chart 11 - Population 2020-2030
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[Nicotine in Mexico - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Price Tax Increase Prompts Downtrading as Smokers Seek Affordability
Heated Tobacco Gains Traction as Smokers Explore New Options

Encodat Findings Drive Long-Term Decline in Smoking Rates

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Tax-Driven Downtrading to Steer Smokers toward Value Options

Enforcement on E-Vapour to Limit Formal Access but Fuel Informality

Chart 16 - Analyst Insight Nicotine

Heated Tobacco and Pouches to Gain Traction as Alternatives Diversify

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pmi Accelerates Growth with Multi-Format Strategy as Bat Loses Ground

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Dominance as Convenience Stores Expand Reach

Regulatory Barriers Eliminate Online Nicotine Sales and Limit Channel Innovation

PRODUCTS

Consumer Demand and Portfolio Diversification Fuel Product Development

Pmi and Bat Advance Their Positions through Targeted Product Launches

Portfolio Breadth and Channel Capability Define Competitive Advantage

OPERATING ENVIRONMENT

Legislation

Chart 21 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Plain Packaging

Advertising and Sponsorship

Point-Of-Sale Display Bans

Smoking in Public Places

Flavoured Tobacco Product Ban

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine

Chart 23 - Real Gdp Growth 2020-2030

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CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

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