

# **Participación en las Ventas de Cigarrillos (Grandes y Pymes)**

**Período 2008-2024**

**Coordinación de Tabaco**  
Área de Finanzas, Acopio y Estudios Especiales



**Ministerio  
de Economía**  
República Argentina

**Secretaría  
de Bioeconomía**



**PARTICIPACIÓN EN LAS VENTAS DE PAQUETES DE CIGARRILLOS  
SEGÚN TIPO DE EMPRESA (GRANDES Y PYMES)  
(2008-2024)**

Paquetes de 2 unidades básicas

FECHA	EMPRESAS GRANDES	PORCENTAJE DE PARTICIPACIÓN	EMPRESAS PYMES	PORCENTAJE DE PARTICIPACIÓN	TOTAL MERCADO	TOTAL % PARTICIPACIÓN	TOTAL MERCADO X CAMPAÑA
dic-07	186.446.960	96,60	6.556.336	3,40	193.003.296	100,00	
ene-08	179.972.152	96,02	7.461.644	3,98	187.433.796	100,00	
feb-08	172.761.220	96,74	5.816.510	3,26	178.577.730	100,00	
mar-08	175.107.782	96,57	6.219.454	3,43	181.327.236	100,00	
abr-08	170.282.095	96,28	6.586.784	3,72	176.868.879	100,00	
may-08	168.362.143	96,39	6.297.161	3,61	174.659.304	100,00	
jun-08	153.044.334	95,57	7.094.474	4,43	160.138.808	100,00	
jul-08	175.833.668	96,61	6.164.607	3,39	181.998.275	100,00	
ago-08	162.942.927	96,97	5.099.033	3,03	168.041.960	100,00	
sep-08	169.521.935	97,16	4.946.460	2,84	174.468.395	100,00	
oct-08	187.761.889	97,10	5.612.897	2,90	193.374.786	100,00	
nov-08	167.946.337	96,99	5.213.424	3,01	173.159.761	100,00	1.762.615.134
dic-08	217.399.364	97,51	5.551.545	2,49	222.950.909	100,00	
ene-09	176.869.394	95,70	7.945.406	4,30	184.814.800	100,00	
feb-09	160.749.532	98,32	2.747.066	1,68	163.496.598	100,00	
mar-09	180.348.963	97,57	4.487.559	2,43	184.836.522	100,00	
abr-09	179.195.414	96,69	6.134.779	3,31	185.330.193	100,00	
may-09	161.276.412	98,45	2.535.222	1,55	163.811.634	100,00	
jun-09	157.044.923	97,62	3.825.890	2,38	160.870.813	100,00	
jul-09	171.139.135	97,85	3.756.162	2,15	174.895.297	100,00	
ago-09	160.534.528	97,88	3.484.731	2,12	164.019.259	100,00	
sep-09	169.925.339	97,87	3.693.863	2,13	173.619.202	100,00	
oct-09	178.789.402	97,69	4.228.969	2,31	183.018.371	100,00	
nov-09	167.201.966	98,34	2.814.049	1,66	170.016.015	100,00	2.131.679.613
dic-09	208.043.644	98,41	3.362.366	1,59	211.406.010	100,00	
ene-10	168.603.461	97,68	4.006.480	2,32	172.609.941	100,00	
feb-10	169.158.648	98,60	2.397.409	1,40	171.556.057	100,00	
mar-10	189.362.801	98,38	3.124.161	1,62	192.486.962	100,00	
abr-10	158.311.694	98,22	2.872.153	1,78	161.183.847	100,00	
may-10	161.131.391	98,64	2.227.710	1,36	163.359.101	100,00	
jun-10	159.967.992	98,55	2.354.769	1,45	162.322.761	100,00	
jul-10	164.421.137	98,49	2.528.009	1,51	166.949.146	100,00	
ago-10	167.626.721	98,91	1.845.344	1,09	169.472.065	100,00	
sep-10	171.654.061	98,28	2.996.059	1,72	174.650.120	100,00	
oct-10	165.489.504	95,96	6.962.085	4,04	172.451.589	100,00	
nov-10	175.677.654	96,80	5.815.526	3,20	181.493.180	100,00	2.099.940.779
dic-10	208.089.290	97,30	5.774.658	2,70	213.863.948	100,00	
ene-11	181.369.251	96,67	6.250.196	3,33	187.619.447	100,00	
feb-11	165.436.477	97,00	5.119.725	3,00	170.556.202	100,00	
mar-11	190.477.003	97,07	5.742.955	2,93	196.219.958	100,00	
abr-11	172.288.167	96,81	5.683.915	3,19	177.972.082	100,00	
may-11	172.579.464	97,14	5.081.213	2,86	177.660.677	100,00	
jun-11	167.849.203	97,00	5.200.087	3,00	173.049.290	100,00	
jul-11	160.913.719	97,62	3.918.978	2,38	164.832.697	100,00	
ago-11	175.374.458	92,53	14.155.697	7,47	189.530.155	100,00	
sep-11	178.455.983	97,39	4.781.648	2,61	183.237.631	100,00	
oct-11	173.758.920	97,67	4.140.933	2,33	177.899.853	100,00	
nov-11	175.904.766	98,07	3.467.999	1,93	179.372.765	100,00	2.191.814.705
dic-11	205.893.578	97,85	4.523.819	2,15	210.417.397	100,00	
ene-12	182.345.953	97,98	3.759.041	2,02	186.104.994	100,00	



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Paquetes de 2 unidades básicas

FECHA	EMPRESAS GRANDES	PORCENTAJE DE PARTICIPACIÓN	EMPRESAS PYMES	PORCENTAJE DE PARTICIPACIÓN	TOTAL MERCADO	TOTAL % PARTICIPACIÓN	TOTAL MERCADO X CAMPAÑA
feb-12	178.334.672	97,93	3.768.258	2,07	182.102.929	100,00	
mar-12	193.735.625	96,96	6.073.660	3,04	199.809.285	100,00	
abr-12	163.329.199	97,16	4.782.343	2,84	168.111.541	100,00	
may-12	176.295.474	97,21	5.059.799	2,79	181.355.273	100,00	
jun-12	171.162.464	97,06	5.183.785	2,94	176.346.249	100,00	
jul-12	157.954.454	97,37	4.271.110	2,63	162.225.564	100,00	
ago-12	178.470.555	97,59	4.402.570	2,41	182.873.125	100,00	
sep-12	160.620.009	97,55	4.039.198	2,45	164.659.206	100,00	
oct-12	179.743.488	97,39	4.817.695	2,61	184.561.183	100,00	
nov-12	182.198.125	97,35	4.966.218	2,65	187.164.343	100,00	2.185.731.089
dic-12	194.382.968	98,09	3.783.221	1,91	198.166.189	100,00	
ene-13	176.508.323	97,38	4.741.730	2,62	181.250.053	100,00	
feb-13	164.279.350	97,39	4.407.000	2,61	168.686.350	100,00	
mar-13	185.327.907	97,79	4.197.008	2,21	189.524.915	100,00	
abr-13	164.087.483	97,07	4.946.880	2,93	169.034.363	100,00	
may-13	163.566.900	97,01	5.036.730	2,99	168.603.630	100,00	
jun-13	158.754.376	97,88	3.443.255	2,12	162.197.631	100,00	
jul-13	163.098.769	97,41	4.344.863	2,59	167.443.632	100,00	
ago-13	175.752.318	97,94	3.696.839	2,06	179.449.157	100,00	
sep-13	157.601.006	97,31	4.361.920	2,69	161.962.926	100,00	
oct-13	179.772.416	97,82	3.998.030	2,18	183.770.446	100,00	
nov-13	173.381.151	97,94	3.644.173	2,06	177.025.324	100,00	2.107.114.616
dic-13	203.433.523	98,21	3.709.118	1,79	207.142.640	100,00	
ene-14	211.353.805	98,31	3.631.685	1,69	214.985.490	100,00	
feb-14	150.245.252	97,06	4.557.345	2,94	154.802.597	100,00	
mar-14	162.759.972	97,23	4.633.400	2,77	167.393.372	100,00	
abr-14	192.119.332	98,09	3.742.383	1,91	195.861.714	100,00	
may-14	136.157.766	96,59	4.813.047	3,41	140.970.812	100,00	
jun-14	152.271.995	97,68	3.617.345	2,32	155.889.340	100,00	
jul-14	169.583.423	97,66	4.064.578	2,34	173.648.000	100,00	
ago-14	159.533.380	97,70	3.751.623	2,30	163.285.002	100,00	
sep-14	159.039.893	96,92	5.058.585	3,08	164.098.478	100,00	
oct-14	180.813.443	97,12	5.355.665	2,88	186.169.108	100,00	
nov-14	164.190.553	97,79	3.718.410	2,21	167.908.963	100,00	2.092.155.516
dic-14	191.444.397	97,87	4.164.445	2,13	195.608.842	100,00	
ene-15	161.946.268	98,19	2.982.060	1,81	164.928.328	100,00	
feb-15	158.678.602	97,36	4.299.145	2,64	162.977.747	100,00	
mar-15	181.925.194	98,59	2.607.377	1,41	184.532.571	100,00	
abr-15	160.370.720	97,10	4.787.110	2,90	165.157.830	100,00	
may-15	156.525.852	96,36	5.910.154	3,64	162.436.006	100,00	
jun-15	142.669.384	94,86	7.730.335	5,14	150.399.719	100,00	
jul-15	164.477.949	95,11	8.453.735	4,89	172.931.684	100,00	
ago-15	154.648.843	95,40	7.464.780	4,60	162.113.623	100,00	
sep-15	149.148.893	94,55	8.590.441	5,45	157.739.334	100,00	
oct-15	161.976.077	96,93	5.131.788	3,07	167.107.865	100,00	
nov-15	162.891.202	95,32	7.996.795	4,68	170.887.997	100,00	2.016.821.546
dic-15	202.077.090	96,36	7.622.950	3,64	209.700.040	100,00	
ene-16	155.529.394	95,74	6.912.585	4,26	162.441.979	100,00	
feb-16	147.426.813	95,02	7.734.245	4,98	155.161.058	100,00	
mar-16	161.517.346	95,09	8.333.403	4,91	169.850.749	100,00	



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abr-16	169.462.354	95,71	7.594.225	4,29	177.056.579	100,00	
may-16	92.843.880	94,18	5.737.985	5,82	98.581.865	100,00	
jun-16	133.195.068	94,67	7.502.910	5,33	140.697.978	100,00	
jul-16	119.236.477	93,84	7.820.650	6,16	127.057.127	100,00	
ago-16	146.708.791	94,51	8.526.065	5,49	155.234.856	100,00	
sep-16	129.893.655	92,75	10.157.125	7,25	140.050.780	100,00	
oct-16	133.862.206	93,65	9.079.875	6,35	142.942.081	100,00	
nov-16	141.215.559	92,70	11.112.625	7,30	152.328.184	100,00	1.831.103.275
dic-16	161.503.932	93,53	11.176.895	6,47	172.680.827	100,00	
ene-17	151.899.115	92,34	12.597.640	7,66	164.496.755	100,00	
feb-17	121.633.095	90,45	12.840.523	9,55	134.473.618	100,00	
mar-17	149.699.090	91,03	14.743.880	8,97	164.442.970	100,00	
abr-17	128.746.591	90,15	14.062.280	9,85	142.808.871	100,00	
may-17	133.288.183	90,63	13.773.020	9,37	147.061.203	100,00	
jun-17	131.998.917	91,21	12.715.900	8,79	144.714.817	100,00	
jul-17	120.506.508	90,29	12.965.010	9,71	133.471.518	100,00	
ago-17	141.168.652	91,69	12.790.810	8,31	153.959.462	100,00	
sep-17	144.004.477	92,32	11.986.335	7,68	155.990.812	100,00	
oct-17	122.102.607	89,90	13.713.804	10,10	135.816.411	100,00	
nov-17	141.453.098	90,86	14.232.670	9,14	155.685.768	100,00	1.805.603.031
dic-17	150.411.135	91,48	13.999.640	8,52	164.410.775	100,00	
ene-18	144.286.258	91,33	13.691.010	8,67	157.977.268	100,00	
feb-18	125.327.827	88,30	16.610.010	11,70	141.937.837	100,00	
mar-18	142.910.964	92,52	11.560.936	7,48	154.471.900	100,00	
abr-18	130.707.538	90,16	14.266.135	9,84	144.973.673	100,00	
may-18	132.227.192	89,13	16.120.385	10,87	148.347.577	100,00	
jun-18	119.104.943	87,97	16.291.513	12,03	135.396.456	100,00	
jul-18	116.716.530	86,98	17.465.447	13,02	134.181.977	100,00	
ago-18	131.157.321	89,18	15.913.585	10,82	147.070.906	100,00	
sep-18	110.981.805	91,33	10.540.374	8,67	121.522.179	100,00	
oct-18	146.678.619	90,24	15.859.602	9,76	162.538.221	100,00	
nov-18	124.873.795	88,58	16.099.395	11,42	140.973.190	100,00	1.753.801.958
dic-18	133.413.174	88,77	16.875.943	11,23	150.289.116	100,00	
ene-19	127.960.553	88,79	16.151.756	11,21	144.112.309	100,00	
feb-19	135.437.385	88,70	17.255.380	11,30	152.692.765	100,00	
mar-19	103.418.987	83,76	20.058.386	16,24	123.477.373	100,00	
abr-19	119.625.355	89,34	14.275.411	10,66	133.900.766	100,00	
may-19	130.105.953	87,10	19.264.086	12,90	149.370.039	100,00	
jun-19	91.249.667	84,86	16.281.064	15,14	107.530.731	100,00	
jul-19	116.615.834	84,48	21.427.085	15,52	138.042.919	100,00	
ago-19	124.887.503	83,81	24.123.540	16,19	149.011.043	100,00	
sep-19	105.402.554	81,14	24.502.019	18,86	129.904.572	100,00	
oct-19	112.921.912	78,97	30.077.049	21,03	142.998.961	100,00	
nov-19	114.613.290	80,98	26.915.833	19,02	141.529.123	100,00	1.662.859.717
dic-19	124.423.510	85,74	20.689.852	14,26	145.113.362	100,00	
ene-20	113.349.973	78,05	31.879.539	21,95	145.229.512	100,00	
feb-20	108.853.518	79,95	27.299.331	20,05	136.152.849	100,00	
mar-20	96.042.375	81,22	22.207.885	18,78	118.250.260	100,00	
abr-20	56.512.355	91,42	5.306.247	8,58	61.818.602	100,00	
may-20	119.570.180	84,50	21.936.922	15,50	141.507.102	100,00	



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jun-20	140.703.556	76,53	43.139.960	23,47	183.843.516	100,00	
jul-20	98.529.261	68,41	45.500.905	31,59	144.030.166	100,00	
ago-20	114.701.460	72,62	43.249.830	27,38	157.951.290	100,00	
sep-20	83.581.600	63,37	48.302.770	36,63	131.884.370	100,00	
oct-20	111.698.966	72,02	43.397.500	27,98	155.096.466	100,00	
nov-20	111.230.223	73,36	40.392.600	26,64	151.622.823	100,00	
dic-20	116.526.294	73,54	41.932.020	26,46	158.458.314	100,00	
ene-21	106.251.796	71,15	43.090.540	28,85	149.342.336	100,00	
feb-21	114.084.537	73,08	42.025.370	26,92	156.109.907	100,00	
mar-21	111.039.445	67,42	53.648.378	32,58	164.687.822	100,00	
abr-21	101.677.605	71,46	40.601.015	28,54	142.278.620	100,00	
may-21	103.105.072	70,83	42.452.300	29,17	145.557.372	100,00	
jun-21	73.972.804	61,26	46.783.747	38,74	120.756.551	100,00	
jul-21	93.996.744	67,78	44.680.385	32,22	138.677.129	100,00	
ago-21	109.320.026	70,44	45.866.693	29,56	155.186.718	100,00	
sep-21	83.724.493	60,12	55.537.020	39,88	139.261.513	100,00	
oct-21	101.860.317	70,87	41.874.752	29,13	143.735.069	100,00	
nov-21	119.816.871	69,34	52.991.030	30,66	172.807.901	100,00	
dic-21	112.643.371	66,22	57.473.350	33,78	170.116.720	100,00	
ene-22	94.620.663	64,56	51.948.768	35,44	146.569.431	100,00	
feb-22	105.061.231	70,99	42.942.083	29,01	148.003.313	100,00	
mar-22	93.746.866	64,43	51.748.426	35,57	145.495.292	100,00	
abr-22	94.614.151	65,39	50.070.408	34,61	144.684.558	100,00	
may-22	107.722.988	65,31	57.210.393	34,69	164.933.381	100,00	
jun-22	81.509.704	62,33	49.266.645	37,67	130.776.349	100,00	
jul-22	97.246.908	60,44	63.650.785	39,56	160.897.693	100,00	
ago-22	108.098.282	63,14	63.117.931	36,86	171.216.213	100,00	
sep-22	86.813.400	58,16	62.449.384	41,84	149.262.784	100,00	
oct-22	92.928.490	57,38	69.035.462	42,62	161.963.952	100,00	
nov-22	101.405.792	59,47	69.123.202	40,53	170.528.994	100,00	
dic-22	103.280.887	63,26	59.981.085	36,74	163.261.972	100,00	
ene-23	97.488.654	66,34	49.453.907	33,66	146.942.561	100,00	
feb-23	100.874.233	65,81	52.402.907	34,19	153.277.140	100,00	
mar-23	95.001.767	56,92	71.913.947	43,08	166.915.714	100,00	
abr-23	97.976.737	57,36	72.818.643	42,64	170.795.380	100,00	
may-23	82.859.273	52,76	74.184.050	47,24	157.043.323	100,00	
jun-23	88.449.506	58,28	63.326.100	41,72	151.775.606	100,00	
jul-23	69.553.064	50,46	68.288.773	49,54	137.841.837	100,00	
ago-23	101.013.823	57,63	74.257.500	42,37	175.271.323	100,00	
sep-23	77.802.955	61,05	49.638.625	38,95	127.441.580	100,00	
oct-23	95.066.401	61,37	59.833.210	38,63	154.899.611	100,00	
nov-23	108.946.171	66,21	55.594.500	33,79	164.540.671	100,00	
dic-23	73.012.096	59,34	50.037.885	40,66	123.049.981	100,00	
ene-24	103.208.821	63,28	59.894.125	36,72	163.102.946	100,00	
feb-24	79.693.439	59,58	54.054.125	40,42	133.747.564	100,00	
mar-24	80.389.848	60,30	52.937.625	39,70	133.327.473	100,00	
abr-24	78.824.564	55,26	63.826.750	44,74	142.651.314	100,00	
may-24	78.404.878	59,05	54.369.195	40,95	132.774.073	100,00	
jun-24	67.988.844	61,06	43.358.625	38,94	111.347.469	100,00	
jul-24	66.609.794	47,89	72.491.250	52,11	139.101.044	100,00	
							<b>1.672.500.318</b>
							<b>1.786.859.253</b>
							<b>1.864.448.680</b>
							<b>1.870.006.717</b>



**PARTICIPACIÓN EN LAS VENTAS DE PAQUETES DE CIGARRILLOS  
SEGÚN TIPO DE EMPRESA (GRANDES Y PYMES)**

**(2008-2024)**

Paquetes de 2 unidades básicas

FECHA	EMPRESAS GRANDES	PORCENTAJE DE PARTICIPACIÓN	EMPRESAS PYMES	PORCENTAJE DE PARTICIPACIÓN	TOTAL MERCADO	TOTAL % PARTICIPACIÓN	TOTAL MERCADO X CAMPAÑA
ago-24	81.774.592	59,65	55.317.755	40,35	137.092.347	100,00	
sep-24	79.354.316	59,28	54.514.010	40,72	133.868.326	100,00	<b>1.079.101.863</b>