



Cigarettes in Guatemala

June 2024

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Cigarettes in Guatemala - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Smoking prevalence on a slow and steady decline
#GuateSinHumo campaign from Philip Morris International
PMI continues to dominate the category

PROSPECTS AND OPPORTUNITIES

Illicit cigarette sales could rise over the forecast period
Younger adults stay away from traditional cigarettes
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DISCLAIMER

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