



Euromonitor  
International

# Tobacco in Guatemala

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Cigarettes in Guatemala

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- Tabacalera Centroamericana SA leads with its flagship Marlboro brand
- Small local independent grocers continue to drive sales in the category

## PROSPECTS AND OPPORTUNITIES

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Tabacos y Puros Finos SA maintains its lead in 2024  
Tobacco specialists and cigar shops meet the expectations of more discerning cigar smokers

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