



Cigars, Cigarillos and Smoking Tobacco in Guatemala

June 2024

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Cigars, Cigarillos and Smoking Tobacco in Guatemala - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cigars receive boost from tourist arrivals
Cigarillos underperform in overall category
E-commerce sales of cigars remain limited

PROSPECTS AND OPPORTUNITIES

Wider variety of cigars anticipated in the upcoming years
Presence of cigar boutiques and other establishments will add dynamism to sales
Opportunities for pipe tobacco and fine cut tobacco

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Tobacco in Guatemala - Industry Overview

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Competitive landscape
Retailing developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation
Legislative overview
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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
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