



Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Guatemala

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Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

E-vapour products remain a popular option in Guatemala

PMI introduces Iluma line of heated tobacco devices

New flavours and colours drive consumer interest

PROSPECTS AND OPPORTUNITIES

E-liquids is to fuel greater use of open-vaping systems

Narrow price difference between heated tobacco sticks and traditional cigarettes facilitates the switch

PMI is expected to lead heated tobacco over the forecast period

CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2018-2023

CATEGORY DATA

Table 2 - Sales of Smokeless Tobacco by Category: Volume 2018-2023

Table 3 - Sales of Smokeless Tobacco by Category: % Volume Growth 2018-2023

Table 4 - Sales of E-Vapour Products by Category: Volume 2018-2023

Table 5 - Sales of E-Vapour Products by Category: % Volume Growth 2018-2023

Table 6 - Sales of Tobacco Heating Devices: Volume 2018-2023

Table 7 - Sales of Tobacco Heating Devices: % Volume Growth 2018-2023

Table 8 - Sales of Heated Tobacco: Volume 2018-2023

Table 9 - Sales of Heated Tobacco: % Volume Growth 2018-2023

Table 10 - Sales of Tobacco Free Oral Nicotine: Volume 2018-2023

Table 11 - Sales of Tobacco Free Oral Nicotine: % Volume Growth 2018-2023

Table 12 - Sales of Tobacco Free Oral Nicotine by Category: Value 2018-2023

Table 13 - Sales of Tobacco Free Oral Nicotine: % Value Growth 2018-2023

Table 14 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2018-2023

Table 15 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2018-2023

Table 16 - Sales of E-Liquids by Nicotine Strength: % Value 2020-2023

Table 17 - NBO Company Shares of Smokeless Tobacco: % Volume 2019-2023

Table 18 - LBN Brand Shares of Smokeless Tobacco: % Volume 2020-2023

Table 19 - NBO Company Shares of E-Vapour Products: % Value 2019-2023

Table 20 - LBN Brand Shares of E-Vapour Products: % Value 2020-2023

Table 21 - NBO Company Shares of Tobacco Heating Devices: % Volume 2019-2023

Table 22 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2020-2023

Table 23 - NBO Company Shares of Heated Tobacco: % Volume 2019-2023

Table 24 - LBN Brand Shares of Heated Tobacco: % Volume 2020-2023

Table 25 - NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2019-2023

Table 26 - LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2020-2023

Table 27 - Distribution of Smokeless Tobacco by Format: % Volume 2018-2023

Table 28 - Distribution of E-Vapour Products by Format: % Value 2018-2023

Table 29 - Distribution of Tobacco Heating Devices by Format: % Volume 2018-2023

Table 30 - Distribution of Heated Tobacco by Format: % Volume 2018-2023

Table 31 - Forecast Sales of Smokeless Tobacco by Category: Volume 2023-2028

Table 32 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2023-2028

Table 33 - Forecast Sales of E-Vapour Products by Category: Volume 2023-2028

Table 34 - Forecast Sales of E-Vapour Products by Category: % Volume Growth 2023-2028

Table 35 - Forecast Sales of Tobacco Heating Devices: Volume 2023-2028

Table 36 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2023-2028

Table 37 - Forecast Sales of Heated Tobacco: Volume 2023-2028

Table 38 - Forecast Sales of Heated Tobacco: % Volume Growth 2023-2028

Table 39 - Forecast Sales of Tobacco Free Oral Nicotine: Volume 2023-2028

Table 40 - Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2023-2028

Table 41 - Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2023-2028

Table 42 - Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2023-2028

Table 43 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2023-2028

Table 44 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2023-2028

Tobacco in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

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

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 45 - Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 46 - Sales of Tobacco by Category: Volume 2018-2023

Table 47 - Sales of Tobacco by Category: Value 2018-2023

Table 48 - Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 49 - Sales of Tobacco by Category: % Value Growth 2018-2023

Table 50 - Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 51 - Forecast Sales of Tobacco by Category: Value 2023-2028

Table 52 - Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 53 - Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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