

Cigarettes in Guatemala

June 2024

Table of Contents

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
Use of capsule technology to become more dominant

TAXATION AND PRICING

Taxation rates
Table 1 - Taxation and Duty Levies 2017-2022
Average cigarette pack price breakdown
Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 2 - Sales of Cigarettes: Volume 2018-2023
Table 3 - Sales of Cigarettes by Category: Value 2018-2023
Table 4 - Sales of Cigarettes: % Volume Growth 2018-2023
Table 5 - Sales of Cigarettes by Category: % Value Growth 2018-2023
Table 6 - Sales of Cigarettes by Blend: % Volume 2018-2023
Table 7 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023
Table 8 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023
Table 9 - Sales of Cigarettes by Pack Size: % Volume 2018-2023
Table 10 - Sales of Cigarettes by Price Band: % Volume 2018-2023
Table 11 - NBO Company Shares of Cigarettes: % Volume 2019-2023
Table 12 - LBN Brand Shares of Cigarettes: % Volume 2020-2023
Table 13 - Sales of Cigarettes by Distribution Format: % Volume 2018-2023
Table 14 - Illicit Trade Estimate of Cigarettes: Volume 2018-2023
Table 15 - Forecast Sales of Cigarettes: Volume 2023-2028
Table 16 - Forecast Sales of Cigarettes by Category: Value 2023-2028
Table 17 - Forecast Sales of Cigarettes: % Volume Growth 2023-2028
Table 18 - Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028
Table 19 - Forecast Sales of Cigarettes by Blend: % Volume 2023-2028
Table 20 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028
Table 21 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028
Table 22 - Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028
Table 23 - Forecast Sales of Cigarettes by Price Band: % Volume 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 2 - 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 24 - Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 25 - Sales of Tobacco by Category: Volume 2018-2023

Table 26 - Sales of Tobacco by Category: Value 2018-2023

Table 27 - Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 28 - Sales of Tobacco by Category: % Value Growth 2018-2023

Table 29 - Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 30 - Forecast Sales of Tobacco by Category: Value 2023-2028

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

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

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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