

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

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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

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