

Tobacco in Guatemala

Market Direction | 2023-06-20 | 44 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Tobacco registered positive value growth across all subcategories in 2022. With society shifting back to greater normality after the 2020 COVID-19 restrictions, increased socialising supported a partial recovery in retail value growth. Most categories recovered to pre-pandemic levels in 2022, or even surpassed them due in large part to the relaxation of pandemic-related restrictions, which saw more consumers out socializing and consuming more tobacco products.

Euromonitor International's Tobacco in Guatemala report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tobacco market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Tobacco in Guatemala
Euromonitor International
June 2023

List Of Contents And Tables

TOBACCO IN GUATEMALA

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 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 1 Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2017-2022

Table 3 Sales of Tobacco by Category: Value 2017-2022

Table 4 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

CIGARETTES IN GUATEMALA

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2022 DEVELOPMENTS

Cigarette smoking remains in decline

Illicit trade remains a formidable challenge

Philip Morris retains leadership over the category

PROSPECTS AND OPPORTUNITIES

Flavour capsule cigarettes to gain further popularity

Little change expected in pack size formats

Increased competition from smokeless alternatives

TAXATION AND PRICING

Taxation rates

Table 10 Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 3 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 11 Sales of Cigarettes: Volume 2017-2022

Table 12 Sales of Cigarettes by Category: Value 2017-2022

Table 13 Sales of Cigarettes: % Volume Growth 2017-2022

Table 14 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 15 Sales of Cigarettes by Blend: % Volume 2017-2022

Table 16 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 17 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 18 Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 19 Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 20 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 21 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 22 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 23 Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 24 Forecast Sales of Cigarettes: Volume 2022-2027

Table 25 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 26 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 27 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 28 Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 29 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 30 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 31 Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 32 Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN GUATEMALA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cigars remains a niche category in Guatemala

Greater diversity of premium cigars emerge

E-commerce sales via specialised apps and platforms holds growth potential

PROSPECTS AND OPPORTUNITIES

Large Cuban cigars poised to see further decline

Cigarillos faces growth opportunities

New product launches will bolster growth

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022
Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022
Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022
Table 36 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022
Table 37 Sales of Cigars by Size: % Volume 2017-2022
Table 38 Sales of Cigarillos by Price Platform 2017-2022
Table 39 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022
Table 40 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022
Table 41 NBO Company Shares of Cigars: % Volume 2018-2022
Table 42 □LBN Brand Shares of Cigars: % Volume 2019-2022
Table 43 □NBO Company Shares of Cigarillos: % Volume 2018-2022
Table 44 □Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022
Table 45 □Distribution of Smoking Tobacco by Format: % Volume 2017-2022
Table 46 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027
Table 47 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027
Table 48 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027
Table 49 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027
SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN GUATEMALA
KEY DATA FINDINGS
2022 DEVELOPMENTS
Guatemalans warm to heated tobacco products
New flavours and colours drive consumer interest
Further scrutiny from congress regarding electronic cigarettes
PROSPECTS AND OPPORTUNITIES
Phillip Morris International to continue dominating heated tobacco space
E-vapour products show promising growth as young adults switch away from cigarettes
Tobacco-free oral products may arrive in the future
CATEGORY INDICATORS
Table 50 Number of Adult Vapers 2017-2022
CATEGORY DATA
Table 51 Sales of Tobacco Heating Devices: Volume 2017-2022
Table 52 Sales of Tobacco Heating Devices: % Volume Growth 2017-2022
Table 53 Sales of Heated Tobacco: Volume 2017-2022
Table 54 Sales of Heated Tobacco: % Volume Growth 2017-2022
Table 55 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022
Table 56 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022
Table 57 Sales of E-Liquids by Nicotine Strength: % Value 2019-2022
Table 58 NBO Company Shares of E-Vapour Products: % Value 2018-2022
Table 59 □LBN Brand Shares of E-Vapour Products: % Value 2019-2022
Table 60 □NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022
Table 61 □LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022
Table 62 □NBO Company Shares of Heated Tobacco: % Volume 2018-2022
Table 63 □LBN Brand Shares of Heated Tobacco: % Volume 2019-2022
Table 64 □Distribution of E-Vapour Products by Format: % Value 2017-2022
Table 65 □Forecast Sales of Heated Tobacco: Volume 2022-2027
Table 66 □Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027
Table 67 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tobacco in Guatemala

Market Direction | 2023-06-20 | 44 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com