



Cigarettes in Guatemala

June 2025

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Cigarettes in Guatemala - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales continue to decline, with illicit trade on the rise
Tabacalera Centroamericana SA leads with its flagship Marlboro brand
Small local independent grocers continue to drive sales in the category

PROSPECTS AND OPPORTUNITIES

Smoking prevalence on a steady decline
New narrative could drive a faster transition to smoke-free products
Wider variety of economy flavoured cigarettes expected

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