



Cigars, Cigarillos and Smoking Tobacco in Guatemala

June 2025

Cigars, Cigarillos and Smoking Tobacco in Guatemala - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest growth of cigars in 2024

Tabacos y Puros Finos SA maintains its lead in 2024

Tobacco specialists and cigar shops meet the expectations of more discerning cigar smokers

PROSPECTS AND OPPORTUNITIES

Cigars poised to outperform cigarillos

Emerging consumer interest in water pipe tobacco

Potential to grow cigars and cigarillos via online sales

CATEGORY DATA

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Tobacco in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail 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

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MARKET DATA

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