



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Guatemala

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[Cigars, Cigarillos and Smoking Tobacco in Guatemala - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Foreign Visitors Drive Premium Cigar Purchases as Travel Resumes

Heavy Smokers Switch to Cigars as Social Habits Evolve

Philip Morris International Launches Veev as Nicotine Alternatives Reshape Consumer Choices

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Former Cigarette Smokers Anticipated to Embrace Cigarillos for Quicker Social Experiences

Retailers Expected to Tap into E-Commerce to Expand Reach and Engagement

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Omega Cigars Sa Captures Share as Premium Brands Gain Favour

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Tobacco Specialists Elevate Cigar Boutiques with Hybrid Experiences

Retail E-Commerce Attracts Informed Cigar Buyers with Tailored Platforms

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

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[Nicotine in Guatemala - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Nicotine Displays Stability Driven by Cigarettes Amidst Growth in Alternative Product Types

Philip Morris International and British American Tobacco expand device portfolios as smokers migrate to new alternatives

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Smokers Anticipated to Shift to E-Vapour and Heated Tobacco as Cigarettes Lose Ground

Chart 16 - Forecast Volume Sales 2020-2030

Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tabacalera Centroamericana Sa Defends Leadership as Illicit and Alternatives Reshape Competition

Leading Players Maintain Positions through Innovation Despite Competition From Illicit Brands

Chart 18 - Company Shares 2025

Chart 19 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Dominance as Modern Retail and E-Commerce Gain Ground

E-Commerce Accelerates as E-Vapour Demand Transforms Shopping Habits

OPERATING ENVIRONMENT

Legislation

Chart 20 - 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

ECONOMIC CONTEXT

Chart 21 - Economic Context for Nicotine

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Nicotine

Chart 25 - Population 2020-2030

Chart 26 - Consumer Expenditure 2020-2030

Chart 27 - Population by Generation 2025

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-guatemala/report.