



Euromonitor
International

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

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Multinational Launches and Local Campaigns Reshape Nicotine Alternatives

Vuse Pro One and Iqos Iluma Drive Innovation and Adoption

Tacasa's Campaign and Retail Partnerships Strengthen Youth Protection

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Philip Morris International and British American Tobacco Expected to Expand Closed System Devices Amid Permissive Rules

E-Vapour Products Set to Retain Volume Lead as Heated Tobacco Surges

Brand-Led Education and Responsible Messaging Anticipated to Shape Future Growth

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

British American Tobacco and Tabacalera Centroamericana Sa Reshape Competition with Innovation and Device Strategy

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Philip Morris International and Specialist Outlets Expand Consumer Access through Hybrid Sales

Vape Shops and Online Ordering Drive Channel Innovation and Youth Concerns

Online Platforms and Vending Machines Reshape Access and Oversight

ECONOMIC CONTEXT

Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

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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/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-guatemala/report.