



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

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### 2022 DEVELOPMENTS

E-vapour products remain a popular option in Guatemala

PMI introduces Iluma line of heated tobacco devices

New flavours and colours drive consumer interest

### PROSPECTS AND OPPORTUNITIES

E-liquids is to fuel greater use of open-vaping systems

Narrow price difference between heated tobacco sticks and traditional cigarettes facilitates the switch

PMI is expected to lead heated tobacco over the forecast period

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