

# Cigars in Guatemala

<https://marketpublishers.com/r/CE3610F7FFAEN.html>

Date: August 2015

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: CE3610F7FFAEN

## Abstracts

Cigar/cigarillo smoking is not traditional in Guatemala. Cigar smoking is a trend that has filtered through from Europe, but it has never gained importance on a country level. According to industry sources, the current customer base is composed of high- and mid-income Guatemalan males and tourists.

Euromonitor International's Cigars in Guatemala report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Cigarillos, Cigars Excluding Cigarillos.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Cigars market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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