

# NRT Smoking Cessation Aids - Guatemala

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## Abstracts

In February 2009, Guatemala became a smoke-free country with the new anti-tobacco law which prohibits smoking in closed places such as restaurants, bars, discotheques and museums. Individuals who break this law, can be fined up to 10 minimum daily salaries, US\$65 approximately, and institutions can be fined from US\$628-US\$1,316 to the closing of the establishment. This drove NRT smoking cessation aids to grow by 8% in current value terms to reach sales of GTQ3 million, driven by more smokers...

Euromonitor International's NRT Smoking Cessation Aids Products 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 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: NRT Gum, NRT Inhalators, NRT Lozenges, NRT Patches, Other NRT

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

### Why buy this report?

- \* Get a detailed picture of the Consumer Health industry;
- \* 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 30 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 and Santiago and a

network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

May 2010

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