

Guatemala



How many people die from smoking in Guatemala each year?

4,734

What is the economic cost of smoking and tobacco use in Guatemala each year?

1,738,542,592

quetzals

Current Rates of Smoking and Tobacco Use in Guatemala

Tobacco use continues to be an epidemic in Guatemala. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Guatemala as the death toll grows each year. Proponents of healthier societies must push for the implementation of evidence-based best practices in tobacco control to create change and reduce the negative effects of tobacco use.

Adult Smoking Prevalence in Guatemala

15+ years old; 2019

Men

20.5%

Women

4.3%

Adult smoking prevalence in Guatemala is 12%.

Number of Adult Smokers in Guatemala

15+ years old; 2019

Men

1,227,761

Women

282,869

Number of adult smokers in Guatemala is 1,510,631.

Youth Smoking Prevalence in Guatemala

10-14 years old; 2019

Boys

13.8%

Girls

10.9%

Youth smoking prevalence in Guatemala is 12%.

Adult Smokeless Tobacco Use in Guatemala

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2019

Both Men and Women

0%

Adult smokeless tobacco use prevalence in Guatemala is 0%.

Deaths Caused by Tobacco in Guatemala

% deaths attributable to tobacco use in 2019

Men

6.3%

Women

3.3%

5% of all deaths in Guatemala are caused by tobacco use.

Learn more about global **Prevalence**,
Youth Smoking and Deaths.

Negative Effect of Tobacco Use in Guatemala

Tobacco use harms both the public and fiscal health of Guatemala, threatening efforts to improve equity, alleviate poverty, and protect the environment.



Societal Harms

The economic cost of smoking Guatemala is 1,738,542,592 quetzals. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity caused by illness and premature death.



Harms Development

Tobacco spending diverts funds from the resources that families need to rise out of poverty. On average in Guatemala, a smoker must spend 6.25% of GDP per capita to buy 100 packs of the most popular cigarettes in a year.



Environmental Harms

Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 266 tons of butts wind up as toxic trash in Guatemala each year, equal to 76 female African elephants.



Harms Health Equity

The tobacco industry markets its products aggressively to lower-income populations and youth in Guatemala.



Harms NCDs

Not only is smoking a major risk factor for the 4 largest noncommunicable diseases (cancer, heart diseases, respiratory diseases, and diabetes), but people living with mental illness are nearly 2x as likely to smoke as other individuals.

Learn more about **Health Effects.**

Impact of the Tobacco Supply Chain on Guatemala

The tobacco industry profits significantly from producing and selling tobacco. At the same time, across the tobacco supply chain, there are significant negative health and economic repercussions for Guatemala.



Tobacco Production

There were more than 5,000,000,000,000 cigarettes produced in the world in 2019, or nearly 2 cigarettes per person per day.



Tobacco Growing

There were 30337 tons of tobacco produced in Guatemala in 2019 on 14690 hectares of quality agricultural land that could have been used to grow food.



Tobacco Industry

The total revenue of the 6 largest tobacco companies in the world was USD 336 billion in 2019, about the same as Viet Nam's Gross National Income (GNI), 5x Ghana's GNI and 9x Paraguay's GNI.

Learn more about global **Growing** and **Product Sales**.

Ending the Tobacco Epidemic in Guatemala

Fortunately, there are evidence-based -i.e. proven -solutions to the challenges posed by tobacco use. For several decades, governments around the world have been introducing a set of policies that address the demand for tobacco products, particularly among youth. These policies effectively reduce consumption and are cost-effective because they save governments enormous amounts of money in health care spending and increase economic productivity.

Current Tobacco Control Policies in Guatemala

Designated Smoke-Free Areas in Guatemala

Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Healthcare Facilities	Educational Facilities	Universities	Government Facilities	Indoor Offices	Restaurants	Pubs and Bars	Public Transport	All Other Indoor Public Places	Funds for Enforcement

Availability of Cessation Services in Guatemala

Quitting Resources
 NRT and/or some cessation services (at least one of which is cost-covered)

National Quit Line
No

Learn more about best practices in **Cessation**.

Tobacco Packaging Regulations in Guatemala

Quality of Tobacco Packaging Regulation
 None
 ✓ Text warning label only
 Graphic warning label only
 Plain Packaging with graphic warning label

% of Pack Covered
13%

Learn more about best practices in **Counter Marketing**.

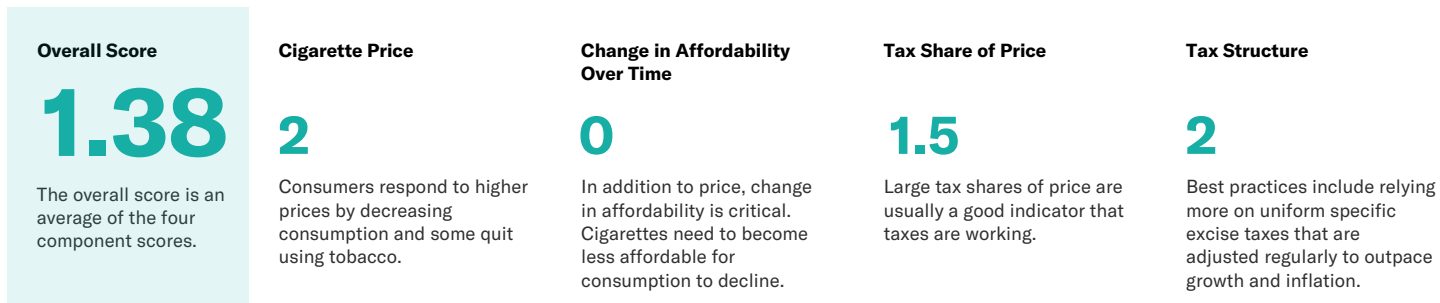
Tobacco Control Mass Media Campaigns in Guatemala

Ran a National Anti-Tobacco Campaign	Yes
Part Of A Comprehensive Tobacco Control Program	No
Pre-Tested With The Target Audience	No
Target Audience Research Was Conducted	Yes
Aired On Television And/Or Radio	Yes
Utilized Media Planning	Yes
Earned Media/Public Relations Were Used To Promote The Campaign	Yes
Process Evaluation Was Used To Assess Implementation	No
Outcome Evaluation Was Used To Assess Effectiveness	Yes

Learn more about best practices in **Mass Media**.

Tobacco Tax Policies in Guatemala

Using evidence-based international recommendations/best practices, the Tobacco Economics Cigarette Tax Scorecard assesses four components of tax systems - price, change in affordability, tax share, and structure - on a scale of 0 to 5, where a higher score is preferred.



Learn more about the [Scorecard in Guatemala](#).

Regulations on Tobacco Advertising, Promotion, and Sponsorship (TAPS) in Guatemala

Marketing is the key avenue that tobacco companies use to reach consumers, new and old. Restricting or eliminating marketing is key to tobacco control success.

Direct Bans	0 out of 7 direct bans implemented	Indirect Bans	3 out of 10 indirect bans implemented
National TV and radio	No	Free distribution in mail or through other means	Yes
International TV and radio	No	Promotional discounts	Yes
International magazines and newspapers	No	Non-tobacco products identified with tobacco brand names	No
International magazines and newspapers	No	Brand name of non-tobacco products used for tobacco product	No
Billboard and outdoor advertising	No	Appearance in TV and/or films: tobacco brands (product placement)	No
Advertising at point of sale	No	Appearance in TV and/or films: tobacco products	No
Advertising on internet	No	Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images	Yes
		Complete ban on sponsorship	No
		Any form of contribution (financial or other support) to any event, activity or individual	No
		Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals	No

Ad Ban Compliance

40%