

GUATEMALA

Prevalence of tobacco use

Youth

| POPULATION GROUP | CURRENT TOBACCO USE (SMOKED AND SMOKELESS) (%) | CURRENT CIGARETTE SMOKING (%) | CURRENT SMOKELESS TOBACCO USE (%) |
|------------------|--|-------------------------------|-----------------------------------|
| Men | 19.5 | 14.7 | 3.0 |
| Women | 14.4 | 11.1 | 1.8 |
| Total | 17.1 | 12.9 | 2.4 |

Source: Global Youth Tobacco Survey, 2015 (13-15 years).

Adults

| POPULATION GROUP | CURRENT TOBACCO USE (SMOKED AND SMOKELESS) (%) | CURRENT CIGARETTE SMOKING (%) | CURRENT SMOKELESS TOBACCO USE (%) |
|------------------|--|-------------------------------|-----------------------------------|
| Men | 22.2 | 22.1 | ... |
| Women | 1.6 | 1.5 | ... |
| Total | ... | ... | ... |

Source: 6th National Survey of Maternal and Child Health, 2014/15 (women 15-49 years).

MPOWER Measures

M (MONITORING)

| Survey | Youth | Adults |
|-----------------------------|-------|-----------------|
| Recent | Yes | Yes |
| National representativeness | Yes | Yes |
| Periodic | No | No ^a |

^a Only surveys with national representativeness were considered.

P (SMOKE-FREE POLICIES)

| | |
|-------------------------------|-----|
| Health centers | Yes |
| Schools (except universities) | Yes |
| Universities | Yes |
| Government buildings | Yes |
| Offices | Yes |
| Restaurants | Yes |
| Bars and pubs | Yes |
| Public transportation | Yes |

O (CESSATION)

| | | |
|---|------------------------|-----------|
| Toll-free quitline | No | |
| Nicotinic substitution therapy is available in: | Are the costs covered? | |
| Pharmacies | No | |
| Cessation services are available in: | Are the costs covered? | |
| Primary care services | No | --- |
| Hospitals | Yes, in some | Partially |
| Doctor's offices | Yes, in some | No |
| The community | No | --- |
| Other | Yes, in some | No |

... Data not reported/not available

--- Data not required/not applicable

For definitions of the indicators and color-coded ratings, see the Technical Note.

W (WARNINGS)

| | |
|---------------------------------|------------------|
| Health warnings required by law | Yes |
| Images | No |
| Size (average-front/back) | 13-25/0 |
| Ban on misleading terms | No |
| Is any feature missing? | Yes ^b |

^b For more details, see Table 8.

E (ADVERTISING BANS)

| | |
|------------------------------------|-------------------------|
| Ban on direct advertising | |
| Television, radio, and print media | No |
| Billboards | No |
| Publicity at points of sale | No |
| Ban on product placement | |
| Ban on promotion | Incomplete ^c |
| Ban on sponsorship | No |
| Ban on product display | No |

^c For more information, see Tables 9 and 10.

R (TAXATION)

| | | |
|--|-------------|-------------|
| Price of most sold brand (pack of 20 cigarettes) | | |
| In national currency | GTQ | 16.50 |
| In international dollars | | 4.12 |
| Tax (share of the final price of most sold brand) | | |
| Total taxes | | 48.98 |
| Specific excise taxes | | 0.00 |
| Ad valorem excise taxes | | 38.27 |
| Value-added tax (VAT) | | 10.71 |
| Import duties | | 0.00 |
| Other taxes | | 0.00 |
| Evolution of taxes and prices | 2008 | 2016 |
| Tax (share of the final price of most sold brand) | 51.79 | 48.98 |
| Price of most sold brand (international dollars) | 3.08 | 4.12 |



| | WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL | PROTOCOL TO ELIMINATE ILLICIT TRADE IN TOBACCO PRODUCTS |
|--|---|---|
| Date of signature (d/m/y): | 25/09/2003 | — |
| Date of the ratification or accession (d/m/y): | 16/11/2005 | — |

Tobacco: prices and taxes

RETAIL PRICE PER PACK OF 20 CIGARETTES

| | In local dollars (GTQ) | In international dollars (PPP) ¹ |
|--------------------------------|------------------------|---|
| Most popular brand: Pall Mall | 16.50 | 4.12 |
| Most inexpensive brand: Payaso | 15.00 | 3.75 |
| Most expensive brand: Marlboro | 25.00 | 6.25 |

TAXES ON TOBACCO²

Taxes as percentage of the final price of the most sold brand

| | Specific taxes ⁴ | |
|-----------------------------|------------------------------------|--------|
| Excise taxes ³ | <i>Ad valorem</i> tax ⁵ | 0.00% |
| | | 38.27% |
| Value-added/sales tax (VAT) | | 10.71% |
| Import duty ⁶ | | 0.00% |
| Other taxes | | 0.00% |
| Total excise taxes | | 48.98% |

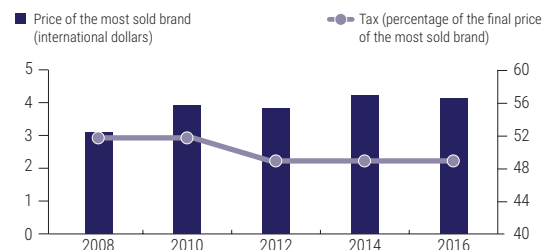
Design and administration of cigarette taxes

| | |
|---|-----|
| Are taxes applied in mixed fashion (<i>ad valorem</i> and excise)? | No |
| If a mixed tax system is used, is the tax burden of excise taxes greater than that of <i>ad valorem</i> taxes? ⁷ | --- |
| If an <i>ad valorem</i> or mixed tax system exists, is a specific minimum tax applied? ⁸ | No |

- The international dollar is a currency unit adjusted for purchasing power parity (PPP) that is used to compare the value of products and services in different countries.
- Taxes: taxes imposed on goods or services which cause consumers to pay higher prices.
- Excise taxes: these have a greater impact on public health since they are applied exclusively to tobacco products and raise their relative price compared to other products and services.
- Specific tax: it is established in relation to quantity, for example, a set quantity of cigarettes, or by weight.
- Ad valorem* tax: is based on the value of the product, such as a percentage of the retail price, the manufacturer's price, etc.
- The effectiveness of import duties in raising sales prices has been declining as countries have signed bilateral, regional, and global trade agreements.
- Specific excise taxes tend to raise consumer prices more, relatively, than *ad valorem* taxes. Imposing the same specific excise tax on all cigarettes sends the clear message that they are all equally detrimental.
- If the tax calculated falls below a specified minimum level, a specific tax rate is applied.

EVOLUTION OF TAXES AND PRICES ON THE MOST POPULAR BRAND OF CIGARETTES

| | 2008 | 2010 | 2012 | 2014 | 2016 |
|--|--------|--------|--------|--------|--------|
| Tax (percentage of the final price of the most sold brand) | 51.79% | 51.79% | 48.98% | 48.98% | 48.98% |
| Price of the most sold brand (international dollars) | 3.08 | 3.93 | 3.81 | 4.22 | 4.12 |

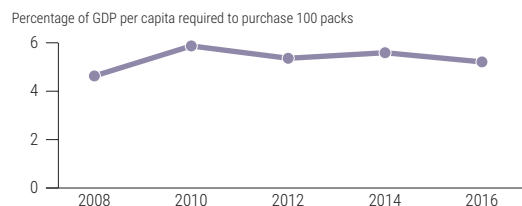


EVOLUTION OF THE PRICE OF CIGARETTES COMPARED TO INCOME

| | 2008 | 2010 | 2012 | 2014 | 2016 |
|--|-------|-------|-------|-------|-------|
| Percentage of per capita GDP required to purchase 100 packs ⁹ | 4.63% | 5.87% | 5.36% | 5.59% | 5.21% |

Have cigarettes become less affordable since 2008? No change¹⁰

Did cigarettes become less affordable between 2014 and 2016? No¹¹



- Note that a higher percentage means it is less affordable, which discourages cigarette smoking.
- Affordability is considered unchanged (2008-2016) if the least-squares growth rate is not statistically significant at the 5% level.
- Cigarettes became more expensive between 2012 and 2014, then became more affordable from 2014 to 2016.

SUPPLEMENTARY INFORMATION ON TAXES

| | |
|---|--|
| Are tax stamps or bar codes required for tobacco products? | No |
| Are duty-free sales banned or limited? | Banned |
| Is tobacco tax revenue pre-allocated to a specific purpose or activity? | 100% of the <i>ad valorem</i> tax collected is allocated to health programs, according to Decree 61-77, of 1977. |

- Data not reported/not available
- Data not required/not applicable