

# Guatemala

## Tobacco Control Policies

Guatemala became a Party to the WHO Framework Convention on Tobacco Control on February 13, 2006.

**Smoke Free Places:** Smoking is prohibited anywhere in workplaces and closed public places. There is one limited exemption to the complete indoor smoking ban for hotel and motel guestrooms. Smoking is also prohibited on all public transportation.

**Tobacco Advertising, Promotion and Sponsorship:** Tobacco advertising, promotion and sponsorship is generally allowed, with a few restrictions on some forms of tobacco advertising. Tobacco advertising may not air during “children’s programming hours.” In addition, tobacco advertising may not show consumption of tobacco products and may not use human models, cartoons, sports athletes, or public figures. All advertising must be approved prior to release. Health warnings are required on all advertising.

**Tobacco Packaging and Labeling:** One of five text health warnings must occupy 25 percent of the front surface of the pack. The warning “Use of this product causes serious health damage” must be printed on the side of the pack. The size of the side panel warning is not specified.

**Tobacco Taxation and Prices:** The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in Guatemala are well below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	Yes	Private offices	Yes
Primary and secondary schools	Yes	Public transport	Yes
Universities	Yes	Restaurants	Yes
Governmental facilities	Yes	Bars and Pubs	Yes
Can subnational jurisdictions enact more stringent smoking restrictions?	No		
BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP			
Domestic TV and radio	No	Promotional discounts	No
Domestic magazines and newspapers	No	Non-tobacco products or services with tobacco brand names	No
Outdoor advertising	No	Tobacco products with non-tobacco brand names	No
Outdoor advertising (e.g., billboards, posters)	No	Paid placement in media	No
Retail product display	No	Financial sponsorship, including corporate social responsibility	No
Internet advertising	No	Publicity of sponsorships	No
Free distribution	Yes		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	Yes	Number of published warnings at any given time	6
Warnings include a picture or graphic	No	Warnings required to rotate	Required
% of principal display areas covered (front and back)	25%	Warnings are written in the principal language(s)	Yes
Front	25%	Ban on misleading packaging and labeling	Yes
Back	25%	Health warnings on smokeless tobacco products	No
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	20.50 GTQ	Total taxes	49%
In US dollars	2.66 USD	Total excise	38%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: [www.tobaccocontrolaws.org](http://www.tobaccocontrolaws.org)

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: [www.who.int/tobacco/global\\_report/en/](http://www.who.int/tobacco/global_report/en/)

