



Euromonitor
International

Nicotine in Lithuania

July 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Nicotine Consumption in Lithuania Undergoes a Significant Transition

Excise Hikes and Display Ban Erode Value for Traditional Products

Smokeless Tobacco, Vaping and Heated Tobacco Continue to Expand

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Daily Smokers Switch to Economy Options as Premium Gains among Affluent

Heated Tobacco and Vaping Products Drive Value as Illicit Trade Grows

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Lietuva Adapts Brand Portfolio as Jti Gains Ground

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Traditional Retail Channels Maintain Their Leadership in Nicotine Sales

Independent Retailers Meet Demand for Premium and Specialist Offerings

Chart 7 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Nicotine

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Nicotine

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigarettes Summary

INDUSTRY PERFORMANCE

Cigarette Volumes Continue to Decline as Consumers Shift to Alternative Nicotine Products

Retailers Conceal Products as Demonstration Ban Reduces Visibility and Choice

Consumer Shifting to Alternatives and Rising Illicit Trade Deepen Cigarette Decline

Chart 14 - Volume Sales 2020-2030

WHAT'S NEXT?

Ongoing Volume Decline Expected as Consumers Move Away From Cigarettes

Illicit Trade Expands as Excise Tax Hikes Squeeze Low-Income Consumers

Chart 15 - Forecast Volume Sales 2020-2030

COMPETITIVE LANDSCAPE

Strong Brand Portfolios Reinforce the Leadership of Key Cigarette Players

Chart 16 - Company Shares 2025

Chart 17 - Brand Shares 2025

CHANNELS

Brick and Mortar Stores Sustain Leadership as Online Remains Prohibited

Chart 18 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 19 - Economic Context for Cigarettes

Chart 20 - Real Gdp Growth 2020-2030

Chart 21 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 22 - Consumer Context for Cigarettes

Chart 23 - Population 2020-2030

Chart 24 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Cigars, Cigarillos and Smoking Tobacco in Lithuania](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Excise Hikes and Display Ban Accelerate Sales Decline in Cigarillos and Smoking Tobacco

Cigarillos Lose Price Appeal as Smoking Tobacco Fails to Gain Traction

Chart 25 - Volume Sales 2020-2030

Chart 26 - Volume Sales by Category 2025

WHAT'S NEXT?

Price Fighters Retain Share as Premium Cigarillos Lag behind

Smoking Tobacco Overtakes Cigarillos as Steady Gains Reverse past Declines

Major Players Limit Investment as Demand Drivers Fail to Emerge

Chart 27 - Forecast Volume Sales 2020-2030

Chart 28 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Jti Strengthens Position as Amber and Philip Morris Lose Share

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Supermarkets and Specialists Lead Offline Retail as Online Sales Remain Banned

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 36 - Population 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Lithuania](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Consumers Switch between Vaping, Heated Tobacco and Cigarettes as Rules Shift

Heated Tobacco Reaches Its Peak as Illicit Vaping Rises

Retail Display Ban Forces Brands to Hide Products and Rethink Strategies

Chart 38 - Volume Sales 2020-2030

Chart 39 - Volume Sales by Category 2025

WHAT'S NEXT?

Heated Tobacco Maintains Leadership

Diversification of Heated Tobacco Attracts New Users

Chart 40 - Forecast Volume Sales 2020-2030

Chart 41 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Consolidation Continues as Leading Players Strengthen Their Positions

Chart 42 - Company Shares 2025

Chart 43 - Brand Shares 2025

CHANNELS

Specialist Retail Leads Offline Sales as E-Commerce Remains Constrained

Chart 44 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 45 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 46 - Real Gdp Growth 2020-2030

Chart 47 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 48 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 49 - Population 2020-2030

Chart 50 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nicotine-in-lithuania/report.