



**Euromonitor
International**

Cigars, Cigarillos and Smoking Tobacco in Lithuania

July 2026

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

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 1 - Volume Sales 2020-2030

Chart 2 - 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 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Jti Strengthens Position as Amber and Philip Morris Lose Share

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Supermarkets and Specialists Lead Offline Retail as Online Sales Remain Banned

Chart 7 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

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[Nicotine in Lithuania - Industry Overview](#)

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 14 - Volume Sales 2020-2030

Chart 15 - 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 16 - Forecast Volume Sales 2020-2030

Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Lietuva Adapts Brand Portfolio as Jti Gains Ground

Chart 18 - Company Shares 2025

Chart 19 - Brand Shares 2025

CHANNELS

Traditional Retail Channels Maintain Their Leadership in Nicotine Sales

Independent Retailers Meet Demand for Premium and Specialist Offerings

Chart 20 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 21 - Economic Context for Nicotine

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Nicotine

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-lithuania/report.