



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Latvia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigars and cigarillos continues to decline, while fine cut tobacco shows greater resilience as consumers seek more affordable alternatives
Market remains highly consolidated
Offline retail remains dominant

PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos will decline further while smoking tobacco will benefit from its value-for-money positioning
Cultural disconnect to limit growth of cigars and cigarillos
Innovation will remain limit, due to strict regulations

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Tobacco in Latvia - Industry Overview

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2024 key trends
Competitive landscape
Retail developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation
Legislative overview
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Minimum legal smoking age

Smoking prevalence
Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
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Flavoured tobacco product ban
Reduced harm
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DISCLAIMER

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