



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Lithuania

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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 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Heated Tobacco Maintains Leadership

Diversification of Heated Tobacco Attracts New Users

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Consolidation Continues as Leading Players Strengthen Their Positions

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Chart 6 - Brand Shares 2025

CHANNELS

Specialist Retail Leads Offline Sales as E-Commerce Remains Constrained

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ECONOMIC CONTEXT

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CONSUMER CONTEXT

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[Nicotine in Lithuania - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

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Excise Hikes and Display Ban Erode Value for Traditional Products

Smokeless Tobacco, Vaping and Heated Tobacco Continue to Expand

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WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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CHANNELS

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-lithuania/report.