



Tobacco in Latvia

June 2025

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Cigarettes in Latvia

KEY DATA FINDINGS

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- Cigarette sales in Latvia continue to decline, in face of shifts in consumer behaviour and mounting regulatory pressures
- PMI adapts to market shifts with value-focused portfolio and flexible pricing
- Modern grocery retailers dominate sales

PROSPECTS AND OPPORTUNITIES

Cigarettes market faces decline amid shift to affordable and perceived reduced-risk products
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Cigars, Cigarillos and Smoking Tobacco in Latvia

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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
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Closed system single-use e-vapour products lead growth

Overall market remains dominated by key players, but fragmentation persists in open e-vapour systems and e-liquids

Shift towards mainstream grocery retailers

PROSPECTS AND OPPORTUNITIES

Heated tobacco will lead growth as e-vapour products face sluggish performance, due to regulatory constraints

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