



Cigarettes in Lithuania

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigarettes continues its downward trajectory in 2024
PMI leads with effective distribution, pricing strategies, and brand positioning
Highly accessible supermarkets remains the dominant distribution channel

PROSPECTS AND OPPORTUNITIES

Further decline driven by regulatory pressures, rising prices, and changing consumer preferences
Shift toward reduced-risk and alternative nicotine products
Limited innovation potential

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Smoking prevalence

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Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

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DISCLAIMER

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