

Cigars, Cigarillos and Smoking Tobacco in Latvia

Market Direction | 2022-09-15 | 28 pages | Euromonitor

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Report description:

Fine cut tobacco continued to grow in 2021 as a cheaper alternative to cigarettes during a time of increasing price-conscious behaviour when trading down from expensive cigarettes to fine cut smoking tobacco was evident. Sales of smoking tobacco benefited further from a restricted access to illicit trade due to tighter border control.

Euromonitor International's Cigars, Cigarillos and Smoking Tobacco in Latvia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigars and Cigarillos, Smoking Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cigars, Cigarillos and Smoking Tobacco market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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2021 DEVELOPMENTS

Growth of fine cut tobacco as a cheaper alternative to cigarettes

Reduced availability and high prices impact cigars and cigarillos

Philip Morris Latvia SIA leads cigarillos, while Cuban offerings continue to dominate cigars due to their heritage appeal

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TOBACCO IN LATVIA

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Competitive landscape

Retailing developments

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Smoking prevalence

Tar levels

Plain packaging

Advertising and sponsorship

Advertising through media (television, radio, billboards, consumer press, trade press, cinema etc)

Advertising through retail point of sale

Sponsorship of sporting/music events

Distribution of tobacco-branded gifts (cigarette-branded lighters, pens etc)

Point-of-sale display bans

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