

**Tobacco in Lithuania**

Market Direction | 2022-09-15 | 49 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

**Report description:**

Tobacco continued to see strong growth in current value terms in Lithuania in 2021, although this was largely driven by the dynamism being seen in e-vapour products and heated tobacco. Retail volume sales of cigarettes continued to decline in 2021 with this being due to several factors including the ongoing decline in smoking prevalence, but also the growing number of consumers making the switch to heated tobacco and e-vapour products. While retail sales of cigarettes remained under pressure in...

Euromonitor International's Tobacco in Lithuania 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: Cigarettes, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated 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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Tobacco in Lithuania  
Euromonitor International  
September 2022

### List Of Contents And Tables

#### TOBACCO IN LITHUANIA

##### EXECUTIVE SUMMARY

Tobacco in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for tobacco?

#### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

#### PRODUCTION/IMPORTS/EXPORTS

##### MARKET INDICATORS

Table 1 Number of Adult Smokers by Gender 2016-2021

##### MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2016-2021

Table 3 Sales of Tobacco by Category: Value 2016-2021

Table 4 Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 5 Sales of Tobacco by Category: % Value Growth 2016-2021

Table 6 Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 7 Forecast Sales of Tobacco by Category: Value 2021-2026

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

##### DISCLAIMER

##### SOURCES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Summary 2 Research Sources

### CIGARS, CIGARILLOS AND SMOKING TOBACCO IN LITHUANIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Another excellent year for cigarillos

Flavoured cigarillos key to growth

Cheaper cigarillos brands prevail

#### PROSPECTS AND OPPORTUNITIES

Cigarillos set to continue its strong performance

Cigars will remain a niche area but with some growth potential

Mixed outlook for smoking tobacco

#### CATEGORY DATA

Table 10 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2016-2021

Table 11 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2016-2021

Table 12 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2016-2021

Table 13 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2016-2021

Table 14 Sales of Cigars by Size: % Volume 2016-2021

Table 15 Sales of Cigarillos by Price Platform 2016-2021

Table 16 NBO Company Shares of Cigars and Cigarillos: % Volume 2017-2021

Table 17 LBN Brand Shares of Cigars and Cigarillos: % Volume 2018-2021

Table 18 NBO Company Shares of Cigars: % Volume 2017-2021

Table 19 LBN Brand Shares of Cigars: % Volume 2018-2021

Table 20 NBO Company Shares of Cigarillos: % Volume 2017-2021

Table 21 LBN Brand Shares of Cigarillos: % Volume 2018-2021

Table 22 NBO Company Shares of Smoking Tobacco: % Volume 2017-2021

Table 23 LBN Brand Shares of Smoking Tobacco: % Volume 2018-2021

Table 24 NBO Company Shares of Pipe Tobacco: % Volume 2017-2021

Table 25 LBN Brand Shares of Pipe Tobacco: % Volume 2018-2021

Table 26 NBO Company Shares of Fine Cut Tobacco: % Volume 2017-2021

Table 27 LBN Brand Shares of Fine Cut Tobacco: % Volume 2018-2021

Table 28 Distribution of Cigars and Cigarillos by Format: % Volume 2016-2021

Table 29 Distribution of Smoking Tobacco by Format: % Volume 2016-2021

Table 30 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2021-2026

Table 31 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2021-2026

Table 32 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2021-2026

Table 33 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2021-2026

### SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN LITHUANIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Booming performance of the category

Philip Morris retains control over heated tobacco products in 2021

Closed systems gain strong

#### PROSPECTS AND OPPORTUNITIES

Further growth projected as more consumers look to quit cigarettes

Growing competition in heated tobacco products as Glo enters the market

Ban on flavours spells bad news for e-vapour products

#### CATEGORY INDICATORS

Table 34 Number of Adult Vapers 2016-2021

#### CATEGORY DATA

Table 35 Sales of Tobacco Heating Devices: Volume 2016-2021

Table 36 Sales of Tobacco Heating Devices: % Volume Growth 2017-2021

Table 37 Sales of Heated Tobacco: Volume 2016-2021

Table 38 Sales of Heated Tobacco: % Volume Growth 2017-2021

Table 39 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021

Table 40 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2016-2021

Table 41 NBO Company Shares of E-Vapour Products: % Value 2017-2021

Table 42 LBN Brand Shares of E-Vapour Products: % Value 2018-2021

Table 43 NBO Company Shares of Tobacco Heating Devices: % Volume 2017-2021

Table 44 LBN Brand Shares of Tobacco Heating Devices: % Volume 2018-2021

Table 45 NBO Company Shares of Heated Tobacco: % Volume 2017-2021

Table 46 LBN Brand Shares of Heated Tobacco: % Volume 2018-2021

Table 47 Distribution of E-Vapour Products by Format: % Value 2016-2021

Table 48 Distribution of Tobacco Heating Devices by Format: % Volume 2016-2021

Table 49 Distribution of Heated Tobacco by Format: % Volume 2016-2021

Table 50 Forecast Sales of Tobacco Heating Devices: Volume 2021-2026

Table 51 Forecast Sales of Tobacco Heating Devices: % Volume Growth 2021-2026

Table 52 Forecast Sales of Heated Tobacco: Volume 2021-2026

Table 53 Forecast Sales of Heated Tobacco: % Volume Growth 2021-2026

Table 54 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2021-2026

Table 55 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

#### CIGARETTES IN LITHUANIA

#### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Health concerns push more smokers to quit

Economy cigarettes continue to gain share as consumer incomes are squeezed

Illicit trade on the rise while the competitive landscape sees little change

##### PROSPECTS AND OPPORTUNITIES

Bleak outlook for cigarettes as more smokers are expected to quit

Economy segment offers further growth potential as the cost of living rises

Excise tax set to continue rising

##### TAXATION AND PRICING

###### Taxation rates

Summary 3 Taxation and Duty Levies 2016-2021

Average cigarette pack price breakdown

Summary 4 Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 56 Sales of Cigarettes: Volume 2016-2021

Table 57 Sales of Cigarettes by Category: Value 2016-2021

Table 58 Sales of Cigarettes: % Volume Growth 2016-2021

Table 59 Sales of Cigarettes by Category: % Value Growth 2016-2021

Table 60 Sales of Cigarettes by Blend: % Volume 2016-2021

Table 61 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021

Table 62 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021

Table 63 Sales of Cigarettes by Pack Size: % Volume 2016-2021

Table 64 Sales of Cigarettes by Price Band: % Volume 2016-2021  
Table 65 NBO Company Shares of Cigarettes: % Volume 2017-2021  
Table 66 LBN Brand Shares of Cigarettes: % Volume 2018-2021  
Table 67 Sales of Cigarettes by Distribution Format: % Volume 2016-2021  
Table 68 Illicit Trade Estimate of Cigarettes: Volume 2016-2021  
Table 69 Forecast Sales of Cigarettes: Volume 2021-2026  
Table 70 Forecast Sales of Cigarettes by Category: Value 2021-2026  
Table 71 Forecast Sales of Cigarettes: % Volume Growth 2021-2026  
Table 72 Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026  
Table 73 Forecast Sales of Cigarettes by Blend: % Volume 2021-2026  
Table 74 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026  
Table 75 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026  
Table 76 Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026  
Table 77 Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

## **Tobacco in Lithuania**

Market Direction | 2022-09-15 | 49 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-12
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)