

Cigarettes in Latvia

Market Direction | 2023-07-11 | 25 pages | Euromonitor

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Report description:

Retail volume sales of cigarettes generated positive growth during 2022, despite the declines seen in smoking prevalence in the country over the course of the year. The main reason for this seemingly anomalous situation is the significant decline seen in the illicit tobacco trade in Latvia towards the end of the review period, which was the result of strict measures taken by the Latvian government to curb the illicit tobacco trade. These measures gave effect to the use of various technical solut...

Euromonitor International's Cigarettes 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

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

Why buy this report?

- * Get a detailed picture of the Cigarettes 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.

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CIGARETTES IN LATVIA

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2022 DEVELOPMENTS

Official measures to curb illicit cigarette trade have positive effect on retail sales

Stability in competitive landscape fuelled by minimal migration between price bands

Cross-border trade remains a limited influence on cigarette sales

PROSPECTS AND OPPORTUNITIES

No reason to expect an uptick in retail sales of cigarettes over the forecast period

No major changes slated for competitive environment in cigarettes

Illicit trade to remain in decline due to more stringent anti-smuggling measures

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TOBACCO IN LATVIA

EXECUTIVE SUMMARY

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