

Tobacco in Latvia

Market Direction | 2023-07-11 | 52 pages | Euromonitor

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Report description:

Latvia's tobacco industry had a good year in 2022 as demand for cigarettes increased, largely as a result of more stringent efforts to curb the clandestine trade in illicit cigarettes smuggled into the country from Russia and Belarus, while closed system single use e-vapour products and heated tobacco continued to gain ground. The rising popularity of closed system single use e-vapour products is based largely on the convenience that they represent, while heated tobacco is emerging as a trendy a...

Euromonitor International's 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 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, Cigarettes (Illicit+Legal), 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.

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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

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Much slower growth in fine cut tobacco as demand reaches a sustainable ceiling
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