

## **Cigarettes in Latvia**

Market Direction | 2024-06-18 | 24 pages | Euromonitor

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### **Report description:**

Throughout 2023, retail sales of cigarettes in Latvia sustained a downward trajectory. This trend was primarily driven by the steady increase in average unit prices, attributed to excise tax policies and heightened competition from alternative products such as heated tobacco and e-vapour offerings. Moreover, the prevalence of smoking witnessed a decline, further contributing to the diminishing sales figures. An alarming development in 2023 was the notable growth in illicit cigarette sales. Follo...

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 2019-2023, 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 2028 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.

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