

Cigarettes in Latvia

July 2023

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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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