

# Tobacco in Lithuania

July 2023

Table of Contents

## [Tobacco in Lithuania](#)

### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 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 2017-2022

### MARKET DATA

Table 2 - Sales of Tobacco by Category: Volume 2017-2022

Table 3 - Sales of Tobacco by Category: Value 2017-2022

Table 4 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

### DISCLAIMER

### SOURCES

Summary 2 - Research Sources

## [Cigarettes in Lithuania](#)

### KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Sales of cigarettes continue on a downward trajectory

Poland pulls in cost-conscious consumers

Illicit trade in demand

## PROSPECTS AND OPPORTUNITIES

Further declines expected for cigarettes as more people quit or shift to less harmful alternatives

Government intervenes in an attempt to tackle illicit trade

Major players turning the attention to other products

## TAXATION AND PRICING

Taxation rates

Summary 3 - Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 4 - Average Cigarette Pack Price Breakdown: Brand Examples

## CATEGORY DATA

Table 10 - Sales of Cigarettes: Volume 2017-2022

Table 11 - Sales of Cigarettes by Category: Value 2017-2022

Table 12 - Sales of Cigarettes: % Volume Growth 2017-2022

Table 13 - Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 14 - Sales of Cigarettes by Blend: % Volume 2017-2022

Table 15 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 16 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 17 - Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 18 - Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 19 - NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 20 - LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 21 - Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 22 - Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 23 - Forecast Sales of Cigarettes: Volume 2022-2027

Table 24 - Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 25 - Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 26 - Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 27 - Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 28 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 29 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 30 - Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 31 - Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

## Cigars, Cigarillos and Smoking Tobacco in Lithuania

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Cigarillos lose their appeal as prices rise

Flavoured cigarillos struggle to maintain dynamism

Shifting attitudes towards smoking and healthy living put downward pressure on sales

## PROSPECTS AND OPPORTUNITIES

Bleak outlook for the category

Price is king when it comes to cigarillos

Smoking tobacco set see polarised performances

## CATEGORY DATA

Table 32 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 33 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 34 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 35 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 36 - Sales of Cigars by Size: % Volume 2017-2022

Table 37 - Sales of Cigarillos by Price Platform 2017-2022

Table 38 - NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022

Table 39 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022

Table 40 - NBO Company Shares of Cigars: % Volume 2018-2022

Table 41 - LBN Brand Shares of Cigars: % Volume 2019-2022

Table 42 - NBO Company Shares of Cigarillos: % Volume 2018-2022

Table 43 - LBN Brand Shares of Cigarillos: % Volume 2019-2022

Table 44 - NBO Company Shares of Smoking Tobacco: % Volume 2018-2022

Table 45 - LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022

Table 46 - NBO Company Shares of Pipe Tobacco: % Volume 2018-2022

Table 47 - LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022

Table 48 - NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022

Table 49 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022

Table 50 - Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022

Table 51 - Distribution of Smoking Tobacco by Format: % Volume 2017-2022

Table 52 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027

Table 53 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027

Table 54 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027

Table 55 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

## Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Lithuania

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Another good year for e-vapour products

British American Tobacco breaks up Philip Morris' monopoly in heated tobacco

WHOOP and Salt Switch rise to the fore with high quality e-vapour products

#### PROSPECTS AND OPPORTUNITIES

JTI finally set to enter heated tobacco products in 2023

Ban of flavoured heated tobacco products set to come into force in 2023

Tougher restrictions expected to be applied on the sale of e-vapour products

### CATEGORY INDICATORS

Table 56 - Number of Adult Vapers 2017-2022

#### CATEGORY DATA

Table 57 - Sales of Tobacco Heating Devices: Volume 2017-2022

Table 58 - Sales of Tobacco Heating Devices: % Volume Growth 2017-2022

Table 59 - Sales of Heated Tobacco: Volume 2017-2022

Table 60 - Sales of Heated Tobacco: % Volume Growth 2017-2022

Table 61 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 62 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 63 - Sales of E-Liquids by Nicotine Strength: % Value 2019-2022

Table 64 - NBO Company Shares of E-Vapour Products: % Value 2018-2022

Table 65 - LBN Brand Shares of E-Vapour Products: % Value 2019-2022

Table 66 - NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022

Table 67 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022

Table 68 - NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 69 - LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 70 - Distribution of E-Vapour Products by Format: % Value 2017-2022

Table 71 - Distribution of Tobacco Heating Devices by Format: % Volume 2017-2022

Table 72 - Distribution of Heated Tobacco by Format: % Volume 2017-2022

Table 73 - Forecast Sales of Tobacco Heating Devices: Volume 2022-2027

Table 74 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2022-2027

Table 75 - Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 76 - Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027

Table 77 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 78 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/tobacco-in-lithuania/report](http://www.euromonitor.com/tobacco-in-lithuania/report).