

Cigars, Cigarillos and Smoking Tobacco in Latvia

July 2023

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Cigars, Cigarillos and Smoking Tobacco in Latvia - Category analysis

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2022 DEVELOPMENTS

Falling sales of cigars and cigarillos a reflection of niche status and limited demand

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

JTI remains on top of sales of fine cut tobacco via its strong brand Winston MYO

PROSPECTS AND OPPORTUNITIES

Shift towards e-vapour products and heated tobacco to undermine sales growth

Fine cut tobacco presents the sole opportunity for positive volume growth

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What next for tobacco?

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Plain packaging
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DISCLAIMER

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