

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

July 2023

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### 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  
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Smoking prevalence  
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Health warnings  
Plain packaging  
Advertising and sponsorship  
Point-of-sale display bans  
Smoking in public places  
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