

# Cigars, Cigarillos and Smoking Tobacco in Lithuania

July 2023

Table of Contents

# Cigars, Cigarillos and Smoking Tobacco in Lithuania - Category analysis

# **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 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022 Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022 Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022 Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022 Table 5 - Sales of Cigars by Size: % Volume 2017-2022 Table 6 - Sales of Cigarillos by Price Platform 2017-2022 Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022 Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022 Table 9 - NBO Company Shares of Cigars: % Volume 2018-2022 Table 10 - LBN Brand Shares of Cigars: % Volume 2019-2022 Table 11 - NBO Company Shares of Cigarillos: % Volume 2018-2022 Table 12 - LBN Brand Shares of Cigarillos: % Volume 2019-2022 Table 13 - NBO Company Shares of Smoking Tobacco: % Volume 2018-2022 Table 14 - LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022 Table 15 - NBO Company Shares of Pipe Tobacco: % Volume 2018-2022 Table 16 - LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022 Table 17 - NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022 Table 18 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022 Table 19 - Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022 Table 20 - Distribution of Smoking Tobacco by Format: % Volume 2017-2022 Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027 Table 22 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027 Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027 Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

# Tobacco in Lithuania - Industry Overview

# 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 25 - Number of Adult Smokers by Gender 2017-2022

### MARKET DATA

Table 26 - Sales of Tobacco by Category: Volume 2017-2022Table 27 - Sales of Tobacco by Category: Value 2017-2022Table 28 - Sales of Tobacco by Category: % Volume Growth 2017-2022Table 29 - Sales of Tobacco by Category: % Value Growth 2017-2022Table 30 - Forecast Sales of Tobacco by Category: Volume 2022-2027Table 31 - Forecast Sales of Tobacco by Category: Value 2022-2027Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

### DISCLAIMER

# SOURCES

Summary 2 - Research Sources

# 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/cigars-cigarillos-and-smoking-tobacco-inlithuania/report.