

# Cigarettes in Latvia

September 2022

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## Cigarettes in Latvia - Category analysis

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#### 2021 DEVELOPMENTS

Decline in illicit trade benefits retail sales of cigarettes  
Challenges remain, including escalating prices and rising health consciousness  
Philip Morris maintains its lead in 2021

#### PROSPECTS AND OPPORTUNITIES

Health and financial worries to impact future sales  
Cross-border trade to resume again  
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Smoking prevalence

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Advertising through retail point of sale

Sponsorship of sporting/music events

Distribution of tobacco-branded gifts (cigarette-branded lighters, pens etc)

Point-of-sale display bans

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