

Cigars, Cigarillos and Smoking Tobacco in Latvia

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Cigars, Cigarillos and Smoking Tobacco in Latvia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Growth of fine cut tobacco as a cheaper alternative to cigarettes

Reduced availability and high prices impact cigars and cigarillos

Philip Morris Latvia SIA leads cigarillos, while Cuban offerings continue to dominate cigars due to their heritage appeal

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Health and wellness trend set to impact future sales

Fine cut tobacco to benefit from increased price-conscious behaviour

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Competitive landscape

Retailing developments

What next for tobacco?

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Legislation

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Minimum legal smoking age

Smoking prevalence
Tar levels
Plain packaging
Advertising and sponsorship
Advertising through media (television, radio, billboards, consumer press, trade press, cinema etc)
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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Low ignition propensity (LIP) cigarette regulation
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