

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

September 2022

Table of Contents

## KEY DATA FINDINGS

### 2021 DEVELOPMENTS

Sales growth in heated tobacco slows down in 2021

Switch from menthol cigarettes to e-vapour and heated tobacco products ensures growth

Philip Morris dominates heated tobacco, being the entry player onto the landscape

### PROSPECTS AND OPPORTUNITIES

Adapted consumer buying habits, health concerns and innovation to fuel growth

Positive prospects for new disposable e-vapour sticks

Competition set to grow in the heated tobacco category

### CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2016-2021

### CATEGORY DATA

Table 2 - Sales of Tobacco Heating Devices: Volume 2016-2021

Table 3 - Sales of Tobacco Heating Devices: % Volume Growth 2018-2021

Table 4 - Sales of Heated Tobacco: Volume 2016-2021

Table 5 - Sales of Heated Tobacco: % Volume Growth 2019-2021

Table 6 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021

Table 7 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2016-2021

Table 8 - Sales of E-Liquids by Nicotine Strength: % Value 2019-2021

Table 9 - NBO Company Shares of E-Vapour Products: % Value 2017-2021

Table 10 - LBN Brand Shares of E-Vapour Products: % Value 2018-2021

Table 11 - NBO Company Shares of Tobacco Heating Devices: % Volume 2017-2021

Table 12 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2018-2021

Table 13 - NBO Company Shares of Heated Tobacco: % Volume 2017-2021

Table 14 - LBN Brand Shares of Heated Tobacco: % Volume 2018-2021

Table 15 - Distribution of E-Vapour Products by Format: % Value 2016-2021

Table 16 - Distribution of Tobacco Heating Devices by Format: % Volume 2016-2021

Table 17 - Distribution of Heated Tobacco by Format: % Volume 2016-2021

Table 18 - Forecast Sales of Tobacco Heating Devices: Volume 2021-2026

Table 19 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2021-2026

Table 20 - Forecast Sales of Heated Tobacco: Volume 2021-2026

Table 21 - Forecast Sales of Heated Tobacco: % Volume Growth 2021-2026

Table 22 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2021-2026

Table 23 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

## Tobacco in Latvia - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2021: The big picture

2021 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  
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  
Smoking in public places  
Low ignition propensity (LIP) cigarette regulation  
Flavoured tobacco product ban  
Reduced harm  
Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

Table 24 - Number of Adult Smokers by Gender 2016-2021

## MARKET DATA

Table 25 - Sales of Tobacco by Category: Volume 2016-2021

Table 26 - Sales of Tobacco by Category: Value 2016-2021

Table 27 - Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 28 - Sales of Tobacco by Category: % Value Growth 2016-2021

Table 29 - Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 30 - Forecast Sales of Tobacco by Category: Value 2021-2026

Table 31 - Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 32 - Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

## 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/smokeless-tobacco-e-vapour-products-and-](http://www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-)

