



Euromonitor
International

Cigarettes in Lithuania

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigarettes continues its downward trajectory in 2024
PMI leads with effective distribution, pricing strategies, and brand positioning
Highly accessible supermarkets remains the dominant distribution channel

PROSPECTS AND OPPORTUNITIES

Further decline driven by regulatory pressures, rising prices, and changing consumer preferences
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Smoking prevalence

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Plain packaging

Advertising and sponsorship

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DISCLAIMER

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