



Cigarettes in Latvia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigarette sales in Latvia continue to decline, in face of shifts in consumer behaviour and mounting regulatory pressures
PMI adapts to market shifts with value-focused portfolio and flexible pricing
Modern grocery retailers dominate sales

PROSPECTS AND OPPORTUNITIES

Cigarettes market faces decline amid shift to affordable and perceived reduced-risk products
Cross-border trade and counterfeit production will challenge Latvia's legal tobacco market
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DISCLAIMER

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