

Cigars, Cigarillos and Smoking Tobacco in Latvia

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Cigars, Cigarillos and Smoking Tobacco in Latvia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining demand reflects niche status and limited appeal

Downturn across smoking tobacco categories

Japan Tobacco maintains dominance with Winston MYO Brand

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Evolving consumer preferences pose challenges for traditional products

Fine cut tobacco presents resilient growth opportunity

Potential for premium cigars in niche markets while prospects for pipe tobacco seem to diminish

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What next for tobacco?

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Minimum legal smoking age

Smoking prevalence

Tar levels

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Advertising and sponsorship

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