



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Closed system single-use e-vapour products lead growth
- Overall market remains dominated by key players, but fragmentation persists in open e-vapour systems and e-liquids
- Shift towards mainstream grocery retailers

PROSPECTS AND OPPORTUNITIES

- Heated tobacco will lead growth as e-vapour products face sluggish performance, due to regulatory constraints
- Latvia moves towards stricter regulation of non-combustible products
- Innovation will remain key driver of growth, although players will need to align with regulatory requirements

CATEGORY INDICATORS

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Tobacco in Latvia - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

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

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