



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Contrasting dynamics in 2024
- E-vapour market is consolidating around key brands
- Specialist stores lead e-vapour, while supermarkets emerge as the leading channel for heated tobacco

PROSPECTS AND OPPORTUNITIES

- Intensifying shift from combustible to reduced-risk products
- Increasing regulatory alignment with broader EU tobacco control frameworks expected
- Technological advancements to play a growing role in brand positioning and consumer retention

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Tobacco in Lithuania - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

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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

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PRODUCTION/IMPORTS/EXPORTS

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