



Euromonitor  
International

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

June 2025

## 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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2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

### OPERATING ENVIRONMENT

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

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### SOURCES

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