

Choose country from the dropdown list to customise view

Country **LATVIA**

<b>2.3bn</b> cigarettes consumed  0.0bn on 2017	<b>0.5bn</b> C&C cigarettes consumed  0.0bn on 2017	<b>19.5%</b> of total consumption was C&C  -1.6%pts on 2017	<b>€61m</b> total tax revenue lost from C&C  1m on 2017
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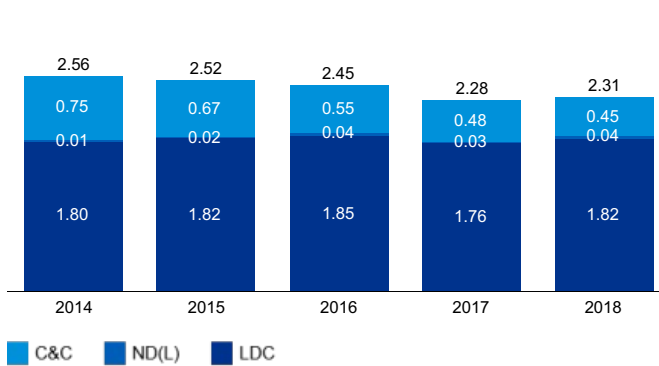
C&C continued to decline in 2018; however, at 19.5% it remains the third highest in this study.

Two thirds of total inflows originated from neighbouring Belarus. Given the size of the inflow to Latvia and the limit of two packets per person for travellers when crossing the border, the majority of this flow is illicit.

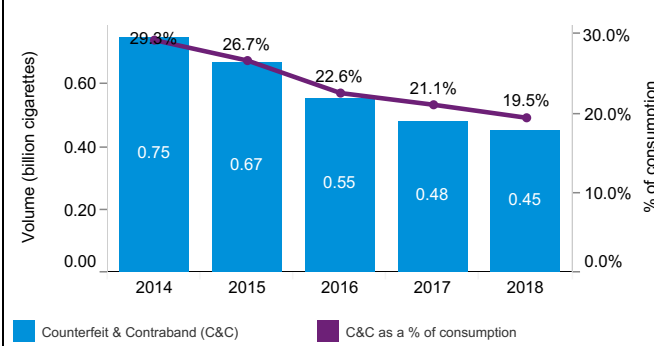
The region Latgale, which borders Belarus, had the highest regional C&C share.

Total consumption has remained stable in 2018 suggesting that consumers are switching from non-domestic back to Latvian cigarettes.

**Total consumption, 2014-18 (bn cigarettes)**



**Manufactured cigarette C&C volumes and share of overall cigarette consumption, 2014-2018**



**C&C breakdown by type, 2014-2018 (bn cigarettes)**



Notes: (1) Latvian LDS total was taken from the Ministry of Finance of the Republic of Latvia  
 Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



Choose country and flow type from the dropdown list to customise view

Country LATVIA

Key Inflows and Outflows from LATVIA, 2018 (bn cigarettes)

Weighted average price in LATVIA: €3.20 (5.68% change from 2017)



Map shows major flows. Countries which are both a source and a destination are coded according to the larger flow.

Flow Colours  
■ Inflow to Country of Study  
■ Outflow from Country of Study

Country Colours  
■ Country of Study  
■ Source  
■ Destination

**Country label format:**  
 Country Name  
 (Average price per pack)

Breakdown of Total Consumption, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
Legal Domestic Sales (LDS)	1.860	1.915	1.947	1.886	1.940
Outflows	-0.063	-0.092	-0.097	-0.123	-0.119
Legal Domestic Consumption (LDC)	1.797	1.823	1.851	1.763	1.821
Non-Domestic Legal (ND(L))	0.014	0.021	0.045	0.033	0.040
Counterfeit & Contraband (C&C)	0.749	0.671	0.552	0.481	0.451
Total Non-Domestic	0.764	0.692	0.593	0.514	0.491
<b>Total Consumption</b>	<b>2.560</b>	<b>2.515</b>	<b>2.444</b>	<b>2.276</b>	<b>2.312</b>

Total inflows by country, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
Belarus	0.505	0.467	0.408	0.343	0.324
Duty Free Labelled	0.006	0.013	0.013	0.014	0.039
Counterfeit	0.028	0.064	0.045	0.037	0.037
Ukraine	0.000	0.005	0.010	0.014	0.032
Russia	0.208	0.121	0.085	0.051	0.027
Other	0.016	0.022	0.031	0.054	0.032
<b>Total Inflows</b>	<b>0.764</b>	<b>0.692</b>	<b>0.593</b>	<b>0.514</b>	<b>0.491</b>

Total outflows by country, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
Estonia	-0.007	-0.003	-0.015	-0.029	-0.030
Finland	-0.006	-0.009	-0.004	-0.017	-0.017
Sweden	-0.006	-0.007	-0.012	-0.017	-0.011
UK	-0.010	-0.030	-0.022	-0.015	-0.008
France	-0.003	-0.001	-0.008	-0.001	-0.008
Other	-0.032	-0.041	-0.035	-0.044	-0.045
<b>Total Outflows</b>	<b>-0.063</b>	<b>-0.092</b>	<b>-0.097</b>	<b>-0.123</b>	<b>-0.119</b>



Notes: (1) Latvian LDS total was taken from the Ministry of Finance of the Republic of Latvia  
 Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics

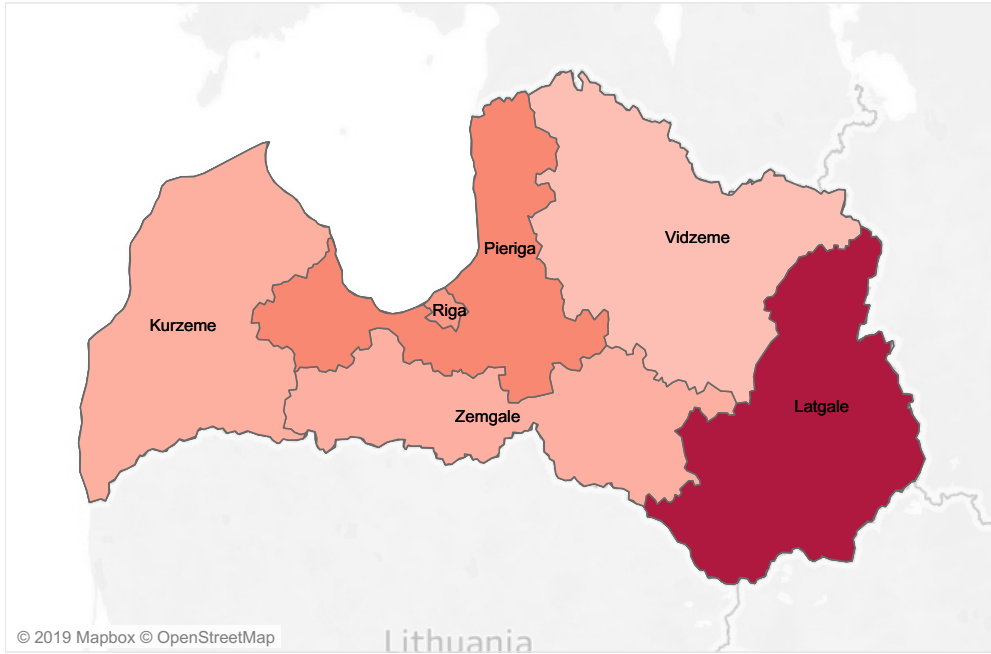
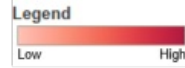


Select country and type to customise view

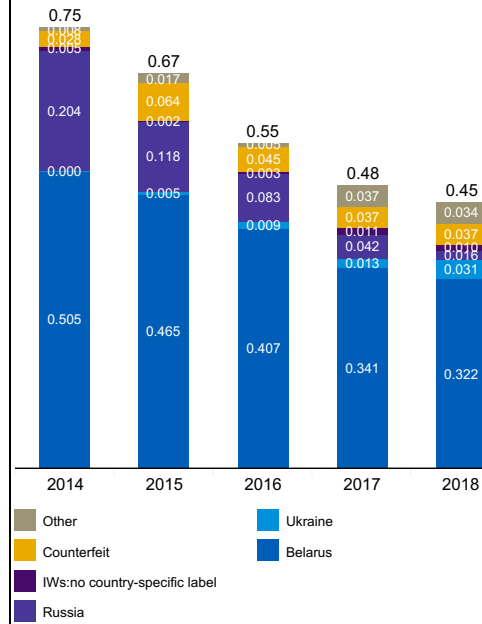
Country  
LATVIA

Type  
C&C

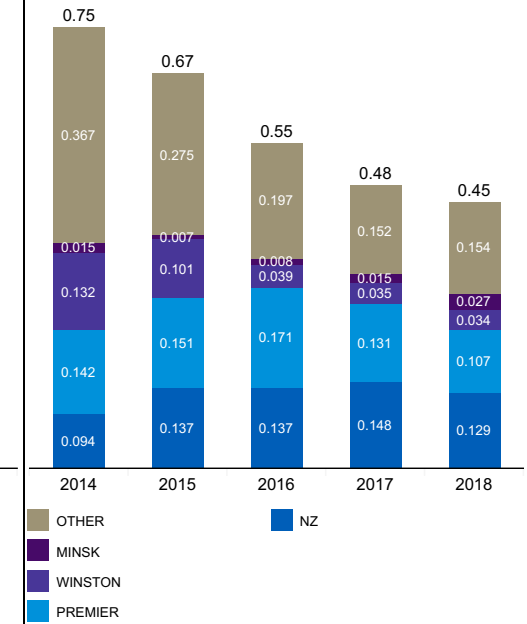
C&C% by region



C&C by country of origin, 2014-2018 (bn cigarettes)



C&C by brand, 2014-2018 (bn cigarettes)



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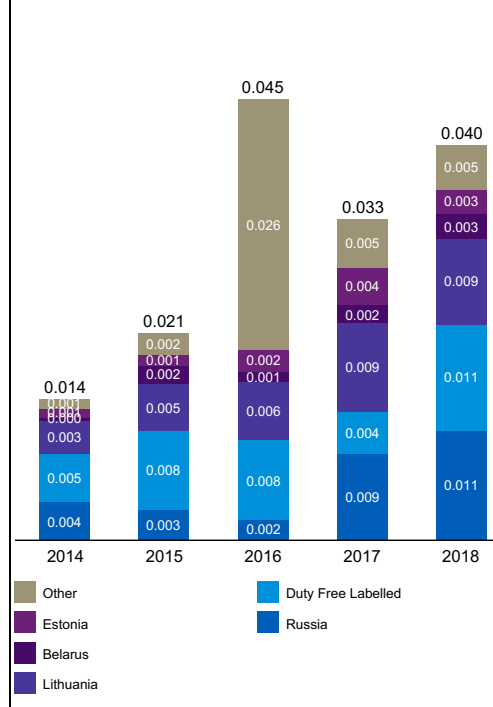
Country  
LATVIA

Type  
ND(L)

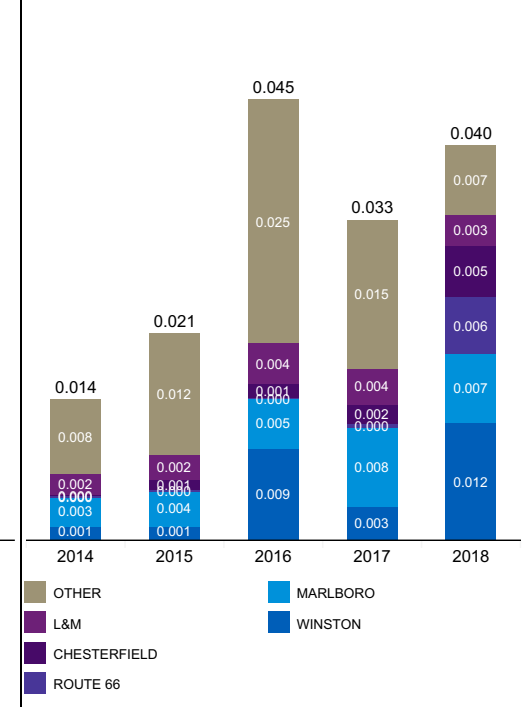
ND(L)% by region



ND(L) by country of origin, 2014-2018 (bn cigarettes)



ND(L) by brand, 2014-2018 (bn cigarettes)



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