Latvia

How many people die from smoking in Latvia each year?
4,077

What is the economic cost of smoking and tobacco use in Latvia each year?
726,613,696 euros

Current Rates of Smoking and Tobacco Use in Latvia

Tobacco use continues to be an epidemic in Latvia. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Latvia as the death toll grows each year. Proponents of healthier societies must push for the implementation of evidence-based best practices in tobacco control to create change and reduce the negative effects of tobacco use.

**Adult Smoking Prevalence in Latvia**

15+ years old; 2019

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>46.9%</td>
</tr>
<tr>
<td>Women</td>
<td>21.3%</td>
</tr>
</tbody>
</table>

Adult smoking prevalence in Latvia is 34%.

**Number of Adult Smokers in Latvia**

15+ years old; 2019

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>334,712</td>
</tr>
<tr>
<td>Women</td>
<td>150,744</td>
</tr>
</tbody>
</table>

Number of adult smokers in Latvia is 485,457.

**Youth Smoking Prevalence in Latvia**

10-14 years old; 2019

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>17.1%</td>
</tr>
<tr>
<td>Girls</td>
<td>15.3%</td>
</tr>
</tbody>
</table>

Youth smoking prevalence in Latvia is 16%.

**Adult Smokeless Tobacco Use in Latvia**

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2019

Both Men and Women

0%

Adult smokeless tobacco use prevalence in Latvia is 0%.
Deaths Caused by Tobacco in Latvia
% deaths attributable to tobacco use in 2019

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>24.3%</td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>7.3%</td>
<td></td>
</tr>
</tbody>
</table>

15% of all deaths in Latvia are caused by tobacco use.

Learn more about global Prevalence, Youth Smoking and Deaths.

Negative Effect of Tobacco Use in Latvia

Tobacco use harms both the public and fiscal health of Latvia, threatening efforts to improve equity, alleviate poverty, and protect the environment.

Societal Harms
The economic cost of smoking Latvia is 726,613,696 euros. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity caused by illness and premature death.

Harms Development
Tobacco spending diverts funds from the resources that families need to rise out of poverty. On average in Latvia, a smoker must spend 2.45% of GDP per capita to buy 100 packs of the most popular cigarettes in a year.

Environmental Harms
Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 407 tons of butts wind up as toxic trash in Latvia each year, equal to 116 female African elephants.

Harms Health Equity
The tobacco industry markets its products aggressively to lower-income populations and youth in Latvia.

Harms NCDs
Not only is smoking a major risk factor for the 4 largest noncommunicable diseases (cancer, heart diseases, respiratory diseases, and diabetes), but people living with mental illness are nearly 2x as likely to smoke as other individuals.

Learn more about Health Effects.
Impact of the Tobacco Supply Chain on Latvia

The tobacco industry profits significantly from producing and selling tobacco. At the same time, across the tobacco supply chain, there are significant negative health and economic repercussions for Latvia.

Tobacco Production
There were approximately 0.01 billion cigarettes produced in Latvia in 2016.

Tobacco Industry
The total revenue of the 6 largest tobacco companies in the world was USD 336 billion in 2019, about the same as Viet Nam’s Gross National Income (GNI), 5x Ghana’s GNI and 9x Paraguay’s GNI.

Tobacco Growing
There were 0 tons of tobacco produced in Latvia in 2019 on 0 hectares of quality agricultural land that could have been used to grow food.

Learn more about global Growing and Product Sales.

Ending the Tobacco Epidemic in Latvia

Fortunately, there are evidence-based -i.e. proven -solutions to the challenges posed by tobacco use. For several decades, governments around the world have been introducing a set of policies that address the demand for tobacco products, particularly among youth. These policies effectively reduce consumption and are cost-effective because they save governments enormous amounts of money in health care spending and increase economic productivity.

Current Tobacco Control Policies in Latvia

Designated Smoke-Free Areas in Latvia

<table>
<thead>
<tr>
<th>Healthcare Facilities</th>
<th>Educational Facilities</th>
<th>Universities</th>
<th>Government Facilities</th>
<th>Indoor Offices</th>
<th>Restaurants</th>
<th>Pubs and Bars</th>
<th>Public Transport</th>
<th>All Other Indoor Public Places</th>
<th>Funds for Enforcement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>N/A</td>
<td>No</td>
</tr>
</tbody>
</table>
Availability of Cessation Services in Latvia

Quitting Resources
NRT and/or some cessation services (at least one of which is cost-covered)

National Quit Line
Yes

Learn more about best practices in Cessation.

Tobacco Packaging Regulations in Latvia

Quality of Tobacco Packaging Regulation
- None
- Text warning label only
- Graphic warning label only
- Plain Packaging with graphic warning label

% of Pack Covered
65%

Learn more about best practices in Counter Marketing.

Tobacco Control Mass Media Campaigns in Latvia

Ran a National Anti-Tobacco Campaign
Yes

Part Of A Comprehensive Tobacco Control Program
No

Pre-Tested With The Target Audience
Yes

Target Audience Research Was Conducted
Yes

Aired On Television And/Or Radio
Yes

Utilized Media Planning
Yes

Earned Media/Public Relations Were Used To Promote The Campaign
Yes

Process Evaluation Was Used To Assess Implementation
Yes

Outcome Evaluation Was Used To Assess Effectiveness
Yes

Learn more about best practices in Mass Media.
Tobacco Tax Policies in Latvia

Using evidence-based international recommendations/best practices, the Tobacconomics Cigarette Tax Scorecard assesses four components of tax systems - price, change in affordability, tax share, and structure - on a scale of 0 to 5, where a higher score is preferred.

<table>
<thead>
<tr>
<th>Component</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cigarette Price</strong></td>
<td>3</td>
</tr>
<tr>
<td>Consumers respond to higher prices by decreasing consumption and some quit using tobacco.</td>
<td></td>
</tr>
<tr>
<td><strong>Change in Affordability Over Time</strong></td>
<td>0</td>
</tr>
<tr>
<td>In addition to price, change in affordability is critical. Cigarettes need to become less affordable for consumption to decline.</td>
<td></td>
</tr>
<tr>
<td><strong>Tax Share of Price</strong></td>
<td>4.5</td>
</tr>
<tr>
<td>Large tax shares of price are usually a good indicator that taxes are working.</td>
<td></td>
</tr>
<tr>
<td><strong>Tax Structure</strong></td>
<td>4</td>
</tr>
<tr>
<td>Best practices include relying more on uniform specific excise taxes that are adjusted regularly to outpace growth and inflation.</td>
<td></td>
</tr>
</tbody>
</table>

Learn more about the Scorecard in Latvia.

Regulations on Tobacco Advertising, Promotion, and Sponsorship (TAPS) in Latvia

Marketing is the key avenue that tobacco companies use to reach consumers, new and old. Restricting or eliminating marketing is key to tobacco control success.

**Direct Bans**

- National TV and radio: Yes
- International TV and radio: Yes
- International magazines and newspapers: Yes
- International magazines and newspapers: No
- Billboard and outdoor advertising: Yes
- Advertising at point of sale: Yes
- Advertising on internet: Yes

6 out of 7 direct bans implemented

**Indirect Bans**

- Free distribution in mail or through other means: Yes
- Promotional discounts: Yes
- Non-tobacco products identified with tobacco brand names: No
- Brand name of non-tobacco products used for tobacco product: No
- Appearance in TV and/or films: tobacco brands (product placement): Yes
- Appearance in TV and/or films: tobacco products: No
- Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images: No
- Complete ban on sponsorship: No
- Any form of contribution (financial or other support) to any event, activity or individual: No
- Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals: No

3 out of 10 indirect bans implemented

Ad Ban Compliance

100%