

Latvia



How many people die from smoking in Latvia each year?

2,735

What is the economic cost of smoking and tobacco use in Latvia each year?

803,239,564

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; 2022

Men	Women
40.2%	15.8%

Adult smoking prevalence in Latvia is 26.9%.

Number of Adult Smokers in Latvia

15+ years old; 2022

Men	Women
285,724	134,742

Number of adult smokers in Latvia is 420,597.

Youth Smoking Prevalence in Latvia

10-14 years old; 2022

Boys	Girls
11.8%	10.6%

Youth smoking prevalence in Latvia is 11.2%.

Adult Smokeless Tobacco Use in Latvia

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2017

Both Men and Women
N/A

Adult smokeless tobacco use prevalence in Latvia is N/A.

Deaths Caused by Tobacco in Latvia

% deaths attributable to tobacco use in 2021

Men

13.7%

Women

2.9%

8.0% 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 803,239,564 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 2.0% 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 Industry

The total revenue of the 6 largest tobacco companies in the world was USD 362 billion in 2022, about the same as Pakistan's Gross National Income (GNI), 5x Panama's GNI and 9x Paraguay's GNI.



Tobacco Production

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



Tobacco Growing

Latvia is not a major producer of tobacco, but globally there were 4.1 million hectares of arable land dedicated to tobacco growing in 2022 which was nearly as much as the land dedicated to the world's large orange crop.

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

Yes	Yes	Yes	Yes	No	Yes	Yes	No	N/A	No
Healthcare Facilities	Educational Facilities	Universities	Government Facilities	Indoor Offices	Restaurants	Pubs and Bars	Public Transport	All Other Indoor Public Places	Funds for Enforcement

**Availability of Cessation Services
in Latvia**

Quitting Resources
NRT (Nicotine replacement therapy) and/or some
cessation services (neither 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
✓Text warning label with graphic warning label
Plain Packaging with text/graphic warning label

% of Pack Covered
65%

Learn more about best practices in **Counter Marketing**.

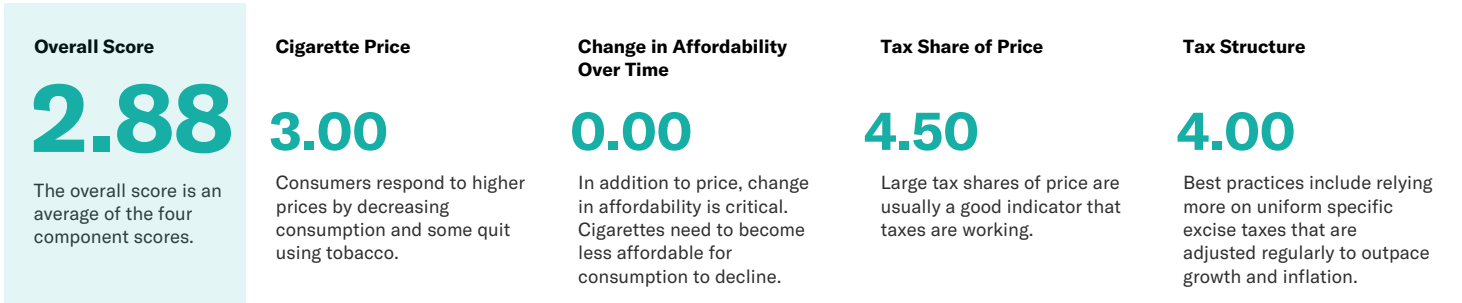
**Tobacco Control Mass Media
Campaigns in Latvia**

Ran a National Anti-Tobacco Campaign	No
Part Of A Comprehensive Tobacco Control Program	Not applicable
Pre-Tested With The Target Audience	Not applicable
Target Audience Research Was Conducted	Not applicable
Aired On Television And/Or Radio	Not applicable
Utilized Media Planning	Not applicable
Earned Media/Public Relations Were Used To Promote The Campaign	Not applicable
Process Evaluation Was Used To Assess Implementation	Not applicable
Outcome Evaluation Was Used To Assess Effectiveness	Not applicable

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.



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	6 out of 7 direct bans implemented	Indirect Bans	3 out of 10 direct bans implemented
National TV and radio	Yes	Free distribution in mail or through other means	Yes
International TV and radio	Yes	Promotional discounts	Yes
International magazines and newspapers	Yes	Non-tobacco products identified with tobacco brand names	No
International magazines and newspapers	No	Brand name of non-tobacco products used for tobacco product	No
Billboard and outdoor advertising	Yes	Appearance in TV and/or films: tobacco brands (product placement)	Yes
Advertising at point of sale	Yes	Appearance in TV and/or films: tobacco products	No
Advertising on internet	Yes	Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images	No
Ad Ban Compliance 73%		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