

Latvia

Tobacco Control Policies

Latvia became a Party to the WHO Framework Convention on Tobacco Control on May 11, 2005.

Smoke Free Places: The law prohibits smoking in most workplaces and public places. However, designated smoking areas are permitted in several places, including prisons, hotel guest rooms, casinos, games rooms, and departure halls of international airports. The law prohibits smoking in most public transport but allows smoking on long-distance trains and passenger ships in separate smoking cars or cabins.

Tobacco Advertising, Promotion and Sponsorship: The law generally prohibits the advertising of tobacco products, with some exceptions for cross-border communications outside of the European Union. Product display is prohibited except at duty-free shops, ships on international voyages, and specialist shops exclusively selling tobacco. There are some restrictions on tobacco sponsorship and the publicity of such sponsorship.

Tobacco Packaging and Labeling: On smoked tobacco products, the law requires rotating pictorial health warnings to cover 65 percent of the front and back of the pack. On smokeless tobacco products, the law requires a text-only health warning to cover 30 percent of the two largest surfaces of the pack. Misleading packaging and labeling, which could include terms such as "light" and "low tar" and other signs, is prohibited.

Tobacco Taxation and Prices: The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in Latvia are below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	Yes	Private offices	Yes
Primary and secondary schools	Yes	Public transport	No
Universities	Yes	Restaurants	Yes
Governmental facilities	Yes	Bars and Pubs	Yes
Can subnational jurisdictions enact more stringent smoking restrictions?	Yes		
BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP			
Domestic TV and radio	Yes	Promotional discounts	Yes
Domestic magazines and newspapers	Yes	Non-tobacco products or services with tobacco brand names	Yes
Outdoor advertising	Yes	Tobacco products with non-tobacco brand names	Yes
Outdoor advertising (e.g., billboards, posters)	Yes	Paid placement in media	Yes
Retail product display	No	Financial sponsorship, including corporate social responsibility	Yes
Internet advertising	Yes	Publicity of sponsorships	Yes
Free distribution	Yes		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	Yes	Number of published warnings at any given time	14
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	65%	Warnings are written in the principal language(s)	Yes
Front	65%	Ban on misleading packaging and labeling	Yes
Back	65%	Health warnings on smokeless tobacco products	Yes
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	3.70 EUR	Total taxes	80%
In US dollars	4.38 USD	Total excise	63%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: www.tobaccocontrolaws.org

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: www.who.int/tobacco/global_report/en/

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