

## **Tobacco in North Macedonia**

Market Direction | 2022-07-26 | 49 pages | Euromonitor

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### **Report description:**

Tobacco in North Macedonia showed an improved performance in total current value sales terms in 2021, with growth moderately surpassing that recorded in 2020. This was mainly due to unit price increases resulting from changes in excise duty rates, as the dominant category of cigarettes continued to see volume sales contract in line with the well-established trend of decline in smoking prevalence among the population. Rising health awareness is the main driver of this trend, though in recent year...

Euromonitor International's Tobacco in North Macedonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Tobacco market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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## 2021 DEVELOPMENTS

Retail volume sales continue to decline as smoking prevalence falls

Excise duty hike causes unit prices for cigarettes to increase

Illicit trade picks up as prices rise and pandemic mitigation measures are eased

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