

## **Tobacco in Serbia**

Market Direction | 2023-06-23 | 48 pages | Euromonitor

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### **Report description:**

Overall, the picture was negative for tobacco in 2022, with constant value sales falling, and this was largely driven by a drop in volume sales of cigarettes. Twice yearly tax hikes on cigarettes, which are scheduled to continue until 2025, are making cigarettes more expensive. This was on top of high inflation in 2022, which was caused by an energy crisis stemming from the war in Ukraine. This has resulted in a further slight fall in smoking prevalence.

Euromonitor International's Tobacco in Serbia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes (Illicit+Legal), 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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Further fall in volume sales

Illicit trade remains a significant issue

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