



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in North Macedonia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health awareness supports growth of e-vapour and heated tobacco products

Umbrella Corp doo and Philip Morris International Inc lead e-vapour and heated tobacco, respectively

Convenience is key

PROSPECTS AND OPPORTUNITIES

Strong growth of heated tobacco fuelled by rising consumer interest and increased promotion

Potential cross-category innovation

Investment in nicotine pouches to capture share in this rapidly growing category

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CATEGORY DATA

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Tobacco in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

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SOURCES

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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