



# Cigarettes in North Macedonia

June 2024

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## Cigarettes in North Macedonia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume sales continue to decline in line with falling smoking prevalence  
Trading down persists despite easing of inflationary pressures  
Promotional deals in Greek duty-free stores contribute to increase in illicit trade

#### PROSPECTS AND OPPORTUNITIES

Rising health-consciousness will continue to depress demand  
More cigarette smokers expected to switch to vaping and heated tobacco  
Further tax hikes likely to increase threat from illicit trade and fine cut tobacco

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