

# Cigarettes in North Macedonia

June 2025

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# Cigarettes in North Macedonia - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Rising health consciouness and shifting consumer preferences drive decline in 2024

Imperial Tobako TKS AD leads with a broad product portfolio

Small local grocers lead, offering convenience

# PROSPECTS AND OPPORTUNITIES

Slower decline anticipated

Decline of illicit trade to support legal, taxed tobacco products

Innovation to stay relevant in the market amidst growing environmental and health concerns

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Average cigarette pack price breakdown

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

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Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

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# PRODUCTION/IMPORTS/EXPORTS

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