



Tobacco in North Macedonia

June 2025

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Cigarettes in North Macedonia

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- Imperial Tobako TKS AD leads with a broad product portfolio
- Small local grocers lead, offering convenience

PROSPECTS AND OPPORTUNITIES

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Cigars, Cigarillos and Smoking Tobacco in North Macedonia

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2024 DEVELOPMENTS

Shifting consumer preferences and rising cigarette prices drive growth in 2024

Corporación Habanos SA and Mac Baren Tobacco Co A/S lead cigars and cigarillos and smoking tobacco, respectively

Food/drink/tobacco specialists lead, offering a wide selection of brands

PROSPECTS AND OPPORTUNITIES

Demand expected to remain strong

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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

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