



Cigarettes in Bosnia and Herzegovina

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining smoking prevalence and high rate of illicit trade impact sales in 2024

Leader Philip Morris doo enjoys a strong and loyal consumer base

Small local grocers benefit from their widespread presence and close proximity to consumers

PROSPECTS AND OPPORTUNITIES

Accelerated shift from cigarettes to heated tobacco products

Illicit trade decline will partially offset losses

Innovation efforts will continue in cigarettes despite the focus on "smoke-free" or "reduced-risk" products

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