



Tobacco in Croatia

July 2025

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Cigarettes in Croatia

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- Consumers gravitate towards affordable cigarettes
- BAT continues to lead the market
- Small local grocers lead sales while hospitality settings benefit from increase in tourism

PROSPECTS AND OPPORTUNITIES

Stable demand, as seasonal tourism flows counterbalance effects of tightening regulations and health awareness campaigns
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Cigars, Cigarillos and Smoking Tobacco in Croatia

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2024 DEVELOPMENTS

Robust performance in 2024
Arnold André holds sway in cigars and cigarillos while BAT Hrvatska doo sees intensified competition in smoking tobacco
Food/drink/tobacco specialists and small local grocers dominate sales

PROSPECTS AND OPPORTUNITIES

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