



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Serbia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Traditional and flavoured cigars see growing interest among consumers seeking quality and distinction
Burger Group maintains lead in cigars and cigarillos through wide assortment and accessible pricing
Specialist tobacco shops retain leadership in cigars and cigarillos through curated assortments and consumer trust

PROSPECTS AND OPPORTUNITIES

Premiumisation and flavoured options to drive growth in cigars and cigarillos, while smoking tobacco retains popularity through affordability and customisation
Market to remain dominated by leading manufacturers, with segmentation shaped by price sensitivity and expanding product portfolios
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Tobacco in Serbia - Industry Overview

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Retail developments
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Advertising and sponsorship
Point-of-sale display bans
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