



Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Croatia

July 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Heated tobacco sees sustained growth while e-liquids suffer from tightening regulations
Umbrella Corp maintains lead in e-liquids as BAT gains ground in heated tobacco
Heated tobacco and e-vapour products expand beyond specialist stores

PROSPECTS AND OPPORTUNITIES

E-vapour and heated tobacco products face decline
Growing consumer interest in perceived less harmful alternatives
Innovation will be key manufacturer strategy

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Tobacco in Croatia - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

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