



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Vaping gains momentum as e-vapour and heated tobacco continue to attract health-conscious and convenience-driven consumers
Leading players consolidate dominance in e-vapour and heated tobacco through innovation, reach, and premium positioning
Vape stores lead distribution for e-vapour products while small grocers sustain heated tobacco availability in underserved regions

PROSPECTS AND OPPORTUNITIES

Growth in smoke-free alternatives expected as Serbian consumers seek convenience, discretion, and perceived harm reduction
Disposable e-cigarettes gain traction, but rechargeable closed systems likely to dominate in the long term
Innovation to focus on enhanced technology, flavour customisation, and premium design features

CATEGORY INDICATORS

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Tobacco in Serbia - Industry Overview

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Competitive landscape

Retail developments

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

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SOURCES

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