



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

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Heated tobacco leads volume growth
- Philip Morris dominates heated tobacco while e-vapour products market remains fragmented
- Tobacco specialists lead sales

PROSPECTS AND OPPORTUNITIES

- Strong growth expected, despite regulatory challenges
- Potential single-use vape ban could shift demand towards rechargeable and open systems
- Stringent regulations to drive innovagtion in Bulgaria’s vaping industry

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Tobacco in Bulgaria - Industry Overview

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Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

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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

Flavoured tobacco product ban

Reduced harm

Vapour products

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