



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

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Affordable Disposable Vapes Gain Traction as Regulations Tighten

Heated Tobacco Maintains Lead over Rivals

Regulatory Changes Reshape Nicotine

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Price Competition among Device Brands Expands Consumer Access

Heated Tobacco Gains Ground as Device Prices Drop

Excise Hikes and Shifting Preferences Shape Product Evolution

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Secure Lead through Retail Expansion and Innovation

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Umbrella and Iqos Strengthen Retail Dominance through Store Networks

E-Commerce Ban Limits Online Sales to Product Information and Store Pick-Up

ECONOMIC CONTEXT

Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

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[Nicotine in Serbia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Regulation and Shifting Consumption Patterns Shape Growth

Cigarettes Increasingly Challenged by Alternatives

Tax Changes and Eu Harmonisation Reshape Nicotine Consumption Patterns

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Excise Hikes Prompt Consumers to Favour Alternatives and Smaller Packs

Smokers Switch to Heated Tobacco and Pouches as Health Awareness Grows

Chart 16 - Analyst Insight for Nicotine

Manufacturers Reformulate and Repackage to Offset Affordability Pressures

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Operations Ad Strengthens Lead as Rivals Lose Ground

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate in Cigarette Sales

PRODUCTS

Flavour Variety and Personal Customisation Emerge as the Defining Innovation Drivers

Flavour-Mixing Device Architecture and Entry-Tier Heated Tobacco Devices Lead the Recent Launches

Discount Channel Expansion and the Consolidation of Offline Retail Alter the Commercial Landscape

OPERATING ENVIRONMENT

Legislation

Chart 21 - 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

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

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