

Cigarettes in Bosnia and Herzegovina

June 2023

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Cigarettes in Bosnia and Herzegovina - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Declining smoking prevalence in Bosnia and Herzegovina

Effects of continued excise tax increases on tobacco products in Bosnia and Herzegovina

Philip Morris maintains its lead in 2022 with a wide portfolio of well-regarded brands

PROSPECTS AND OPPORTUNITIES

Declining smoking prevalence and shift towards non-combustible products

Continued increase in unit prices driven by excise tax changes

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