

# Cigarettes in Bosnia and Herzegovina

July 2022

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## Cigarettes in Bosnia and Herzegovina - Category analysis

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#### 2021 DEVELOPMENTS

Cigarettes shows improved performance in volume terms but declining trend persists

Illicit trade rebounds in line with easing of pandemic-related restrictions

Philip Morris consolidates its lead as FDS continues to lose ground

#### PROSPECTS AND OPPORTUNITIES

Retail volume sales expected to continue declining steadily

International brands set to gain ground after FDS ceases production

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