

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

July 2022

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### 2021 DEVELOPMENTS

Trend towards lower nicotine content  
Paz disappears, but is expected to return  
Leaders support heated tobacco portfolios

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## Tobacco in Serbia - Industry Overview

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Competitive landscape  
Retailing developments  
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Smoking prevalence  
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Plain packaging  
Advertising and sponsorship  
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## PRODUCTION/IMPORTS/EXPORTS

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