

# Tobacco Free Oral Nicotine in Serbia

June 2021

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## Tobacco Free Oral Nicotine in Serbia - Category analysis

### KEY DATA FINDINGS

#### 2020 IMPACT

Low awareness and limited distribution results in slow demand in 2020

Nicotine pouches popular amongst teenagers but causes health problems

Pandemic has little effect on demand for tobacco free oral nicotine in 2020 due to it being a new, small category

#### RECOVERY AND OPPORTUNITIES

Demand for nicotine pouches set to increase but likely to remain limited during the forecast period

Distribution likely to improve marginally during the forecast period

Pandemic's aftermath unlikely to have an effect on demand during the forecast period

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Minimum legal smoking age

Smoking prevalence

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Advertising and sponsorship

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## GLOBAL MACROECONOMIC ENVIRONMENT

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