

# Tobacco in Macedonia

<https://marketpublishers.com/r/TCAF57DED77EN.html>

Date: July 2018

Pages: 46

Price: US\$ 2,100.00 (Single User License)

ID: TCAF57DED77EN

## Abstracts

In 2017, tobacco in Macedonia continued to see negative volume growth, mainly as a result of declining demand for cigarettes for a second consecutive year. This was largely driven by continuously rising unit prices within cigarettes due to the amended Excise Law. There has been a significant shift from cigarettes to fine-cut tobacco as more cash strapped consumers are trying to cut costs by resorting to consumption of fine-cut tobacco and rolling their own cigarettes.

Euromonitor International's Tobacco in Macedonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2022 illustrate how the market is set to change.

**Product coverage:** Cigarettes, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco and Vapour Products.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Tobacco market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Executive Summary

Tobacco Sales Decline in 2017, Amidst Falling Demand for Cigarettes

Excise Tax Leads To Further Increase in Unit Prices

Competition Intensifies Following British American Tobacco Acquisitions

Tobacco Distribution Largely Dependent on Traditional Grocery Retailers

Cigarettes Losing Sales To Other Tobacco and Vapour Products

Operating Environment

Legislation

Summary 1 Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Tar Levels

Plain Packaging

Point-of-sale Display Bans

Smoking in Public Places

Low Ignition Propensity (lip) Cigarette Regulation

Flavoured Tobacco Product Ban

'reduced Harm'

Electronic Cigarettes

Production/imports/exports

Market Indicators

Table 1 Number of Adult Smokers by Gender 2012-2017

Market Data

Table 2 Sales of Tobacco by Category: Volume 2012-2017

Table 3 Sales of Tobacco by Category: Value 2012-2017

Table 4 Sales of Tobacco by Category: % Volume Growth 2012-2017

Table 5 Sales of Tobacco by Category: % Value Growth 2012-2017

Table 6 Forecast Sales of Tobacco by Category: Volume 2017-2022

Table 7 Forecast Sales of Tobacco by Category: Value 2017-2022

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2017-2022

Sources

Summary 2 Research Sources

Headlines

Prospects

Excise Tax Continues Fuel Unit Price Increases

Declining Smoking Prevalence Continues To Impact Volume Sales

Strict Smoking Ban Eased by Legislative Changes in Early 2018

Competitive Landscape

Imperial Tobako Tks Skopje Continues To Lead Sales

Bat Ranks Second and Sets Sights on Leading Position

Philip Morris Boosts Domestic Production

Taxation and Pricing

Taxation Rates

Table 10 Taxation and Duty Levies 2012-2017

Average Cigarette Pack Price Breakdown

Summary 3 Average Cigarette Pack Price Breakdown: Brand Examples

Category Data

Table 11 Sales of Cigarettes: Volume 2012-2017

Table 12 Sales of Cigarettes by Category: Value 2012-2017

Table 13 Sales of Cigarettes: % Volume Growth 2012-2017

Table 14 Sales of Cigarettes by Category: % Value Growth 2012-2017

Table 15 Sales of Cigarettes by Tar Level: % Volume Breakdown 2012-2017

Table 16 Sales of Cigarettes by Price Band: % Volume Breakdown 2012-2017

Table 17 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume Breakdown 2012-2017

Table 18 Sales of Cigarettes by Tobacco Type: % Volume Breakdown 2012-2017

Table 19 Sales of Filtered Cigarettes by Carbon vs Non-carbon: % Volume 2012-2017

Table 20 Sales of Cigarettes by Length: % Volume 2012-2017

Table 21 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2012-2017

Table 22 Sales of Cigarettes by Pack Size: % Volume 2012-2017

Table 23 NBO Company Shares of Cigarettes: % Volume 2013-2017

Table 24 LBN Brand Shares of Cigarettes: % Volume 2014-2017

Table 25 Sales of Cigarettes by Distribution Format: % Volume 2012-2017

Table 26 Production, Imports and Exports of Cigarettes: Total Volume 2012-2017

Table 27 Illicit Trade Estimate of Cigarettes: Volume 2012-2017

Table 28 Forecast Sales of Cigarettes: Volume 2017-2022

Table 29 Forecast Sales of Cigarettes by Category: Value 2017-2022

Table 30 Forecast Sales of Cigarettes: % Volume Growth 2017-2022

Table 31 Forecast Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 32 Forecast Sales of Cigarettes by Tar Level: % Volume 2017-2022

Table 33 Forecast Sales of Cigarettes by Price Band: % Volume Breakdown 2017-2022

Table 34 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume Breakdown 2017-2022

Table 35 Forecast Sales of Cigarettes by Tobacco Type: % Volume Breakdown  
2017-2022

Table 36 Forecast Sales of Filtered Cigarettes by Carbon vs Non-carbon: % Volume  
2017-2022

Table 37 Forecast Sales of Cigarettes by Length: % Volume 2017-2022

Table 38 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: %  
Volume 2017-2022

Table 39 Forecast Sales of Cigarettes by Pack Size: % Volume 2017-2022  
Headlines

Prospects

Consumption of Cigars, Cigarillos and Smoking Tobacco Remains Limited

Exceptionally Strong Growth Within Smoking Tobacco in 2017

Millennials Help Cigars and Cigarillos Maintain Healthy Growth

Competitive Landscape

Royal Agio Cigars NV Leads Cigars, Cigarillos and Smoking Tobacco in 2017

Corporación Habanos Remains in Second Place Within Cigars and Cigarillos

Cigars, Cigarillos and Smoking Tobacco Dominated by International Players

Category Data

Table 40 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume  
2012-2017

Table 41 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value  
2012-2017

Table 42 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume  
Growth 2012-2017

Table 43 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value  
Growth 2012-2017

Table 44 Sales of Cigars by Size: % Volume 2012-2017

Table 45 NBO Company Shares of Cigars and Cigarillos: % Volume 2013-2017

Table 46 LBN Brand Shares of Cigars and Cigarillos: % Volume 2014-2017

Table 47 NBO Company Shares of Cigars: % Volume 2013-2017

Table 48 LBN Brand Shares of Cigars: % Volume 2014-2017

Table 49 NBO Company Shares of Cigarillos: % Volume 2013-2017

Table 50 LBN Brand Shares of Cigarillos: % Volume 2014-2017

Table 51 NBO Company Shares of Smoking Tobacco: % Volume 2013-2017

Table 52 LBN Brand Shares of Smoking Tobacco: % Volume 2014-2017

Table 53 NBO Company Shares of Pipe Tobacco: % Volume 2013-2017

Table 54 LBN Brand Shares of Pipe Tobacco: % Volume 2014-2017

Table 55 NBO Company Shares of Fine Cut Tobacco: % Volume 2013-2017

Table 56 LBN Brand Shares of Fine Cut Tobacco: % Volume 2014-2017

Table 57 Distribution of Cigars and Cigarillos by Format: % Volume 2012-2017

Table 58 Distribution of Smoking Tobacco by Format: % Volume 2012-2017

Table 59 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category:  
Volume 2017-2022

Table 60 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category:  
Value 2017-2022

Table 61 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: %  
Volume Growth 2017-2022

Table 62 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: %  
Value Growth 2017-2022

Headlines

Prospects

Declining Demand for Vapour Products

Bad Publicity Damages Reputation of Vapour Products

Smokeless Tobacco Remains Unavailable Due To Legal Restrictions

Competitive Landscape

Umbrella Corp Leads Vapour Products in 2017

Shenzhen Joyetech Remains in Second Place

Remaining Sales Are Highly Fragmented

Category Indicators

Table 63 Number of Adult Vapers 2012-2017

Category Data

Table 64 Sales of Smokeless Tobacco and Vapour Products by Category: Value  
2012-2017

Table 65 Sales of Smokeless Tobacco and Vapour Products by Category: % Value  
Growth 2014-2017

Table 66 NBO Company Shares of Vapour Products: % Value 2013-2017

Table 67 LBN Brand Shares of Vapour Products: % Value 2014-2017

Table 68 Distribution of Vapour Products by Format: % Value 2012-2017

Table 69 Forecast Sales of Smokeless Tobacco and Vapour Products by Category:  
Value 2017-2022

Table 70 Forecast Sales of Smokeless Tobacco and Vapour Products by Category: %  
Value Growth 2017-2022

## I would like to order

Product name: Tobacco in Macedonia

Product link: <https://marketpublishers.com/r/TCAF57DED77EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TCAF57DED77EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970