



# Cigarettes in Romania

June 2025

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## Cigarettes in Romania - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Illicit cigarette sales rebound as affordability pressures mount  
British American Tobacco retains leadership, but new players gain ground  
Discounters gain momentum as affordability shapes distribution trends

#### PROSPECTS AND OPPORTUNITIES

Illicit sales expected to decline as enforcement efforts intensify  
Economy brands and private label poised to benefit from economic volatility  
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