



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Romania

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Heated tobacco consolidates its lead as e-vapour gains moderate ground
Philip Morris remains a key player in heated tobacco innovation
Specialist channels dominate distribution, but modern retail gains ground

PROSPECTS AND OPPORTUNITIES

Combustion-free alternatives set to gain further traction
Regulatory uncertainty and austerity pose headwinds
Innovation and digitalisation to shape the future landscape

CATEGORY INDICATORS

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Tobacco in Romania - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

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SOURCES

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