

Tobacco in Romania

June 2025

Table of Contents

Tobacco in Romania

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

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

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 1 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

Table 2 - Sales of Tobacco by Category: Volume 2019-2024

Table 3 - Sales of Tobacco by Category: Value 2019-2024

Table 4 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 5 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 6 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 7 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 8 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 9 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Cigarettes in Romania

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

Innovation and e-commerce to shape future engagement

TAXATION AND PRICING

Taxation rates

Average cigarette pack price breakdown

Summary 3 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

- Table 10 Sales of Cigarettes: Volume 2019-2024
- Table 11 Sales of Cigarettes by Category: Value 2019-2024
- Table 12 Sales of Cigarettes: % Volume Growth 2019-2024
- Table 13 Sales of Cigarettes by Category: % Value Growth 2019-2024
- Table 14 Sales of Cigarettes by Blend: % Volume 2019-2024
- Table 15 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2019-2024
- Table 16 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2019-2024
- Table 17 Sales of Cigarettes by Pack Size: % Volume 2019-2024
- Table 18 Sales of Cigarettes by Price Band: % Volume 2019-2024
- Table 19 NBO Company Shares of Cigarettes: % Volume 2020-2024
- Table 20 LBN Brand Shares of Cigarettes: % Volume 2021-2024
- Table 21 Sales of Cigarettes by Distribution Format: % Volume 2019-2024
- Table 22 Illicit Trade Estimate of Cigarettes: Volume 2019-2024
- Table 23 Forecast Sales of Cigarettes: Volume 2024-2029
- Table 24 Forecast Sales of Cigarettes by Category: Value 2024-2029
- Table 25 Forecast Sales of Cigarettes: % Volume Growth 2024-2029
- Table 26 Forecast Sales of Cigarettes by Category: % Value Growth 2024-2029
- Table 27 Forecast Sales of Cigarettes by Blend: % Volume 2024-2029
- Table 28 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2024-2029
- Table 29 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2024-2029
- Table 30 Forecast Sales of Cigarettes by Pack Size: % Volume 2024-2029
- Table 31 Forecast Sales of Cigarettes by Price Band: % Volume 2024-2029

Cigars, Cigarillos and Smoking Tobacco in Romania

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume growth sustained by a loyal and niche consumer base

Scandinavian Tobacco Group A/S retains leadership in both categories

Specialist retailers remain the primary sales channel

PROSPECTS AND OPPORTUNITIES

Favourable forecast for cigars, cigarillos and smoking tobacco

Economic uncertainty may weigh on consumer demand

Innovation and sustainability to drive future growth

CATEGORY DATA

- Table 32 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024
- Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024
- Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2019-2024
- Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2019-2024

- Table 36 Sales of Cigars by Size: % Volume 2019-2024
- Table 37 Sales of Cigarillos by Price Platform 2019-2024
- Table 38 NBO Company Shares of Cigars and Cigarillos: % Volume 2020-2024
- Table 39 LBN Brand Shares of Cigars and Cigarillos: % Volume 2021-2024
- Table 40 NBO Company Shares of Cigars: % Volume 2020-2024
- Table 41 LBN Brand Shares of Cigars: % Volume 2021-2024
- Table 42 NBO Company Shares of Cigarillos: % Volume 2020-2024
- Table 43 LBN Brand Shares of Cigarillos: % Volume 2021-2024
- Table 44 NBO Company Shares of Smoking Tobacco: % Volume 2020-2024
- Table 45 LBN Brand Shares of Smoking Tobacco: % Volume 2021-2024
- Table 46 NBO Company Shares of Pipe Tobacco: % Volume 2020-2024
- Table 47 LBN Brand Shares of Pipe Tobacco: % Volume 2021-2024
- Table 48 NBO Company Shares of Fine Cut Tobacco: % Volume 2020-2024
- Table 49 LBN Brand Shares of Fine Cut Tobacco: % Volume 2021-2024
- Table 50 Distribution of Cigars and Cigarillos by Format: % Volume 2019-2024
- Table 51 Distribution of Smoking Tobacco by Format: % Volume 2019-2024
- Table 52 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2024-2029
- Table 53 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2024-2029
- Table 54 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2024-2029
- Table 55 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2024-2029

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

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

Table 56 - Number of Adult Vapers 2019-2024

CATEGORY DATA

- Table 57 Sales of Smokeless Tobacco by Category: Volume 2019-2024
- Table 58 Sales of Smokeless Tobacco by Category: % Volume Growth 2019-2024
- Table 59 Sales of E-Vapour Products by Category: Volume 2019-2024
- Table 60 Sales of E-Vapour Products by Category: % Volume Growth 2019-2024
- Table 61 Sales of Tobacco Heating Devices: Volume 2019-2024
- Table 62 Sales of Tobacco Heating Devices: % Volume Growth 2019-2024
- Table 63 Sales of Heated Tobacco: Volume 2019-2024
- Table 64 Sales of Heated Tobacco: % Volume Growth 2019-2024
- Table 65 Sales of Tobacco Free Oral Nicotine: Volume 2019-2024
- Table 66 Sales of Tobacco Free Oral Nicotine: % Volume Growth 2019-2024
- Table 67 Sales of Tobacco Free Oral Nicotine by Category: Value 2019-2024
- Table 68 Sales of Tobacco Free Oral Nicotine: % Value Growth 2019-2024
- Table 69 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2019-2024
- Table 70 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2019-2024
- Table 71 Sales of E-Liquids by Nicotine Strength: % Value 2021-2024

- Table 72 NBO Company Shares of Smokeless Tobacco: % Volume 2020-2024
- Table 73 LBN Brand Shares of Smokeless Tobacco: % Volume 2021-2024
- Table 74 NBO Company Shares of E-Vapour Products: % Value 2020-2024
- Table 75 LBN Brand Shares of E-Vapour Products: % Value 2021-2024
- Table 76 NBO Company Shares of Tobacco Heating Devices: % Volume 2020-2024
- 3
- Table 77 LBN Brand Shares of Tobacco Heating Devices: % Volume 2021-2024
- Table 78 NBO Company Shares of Heated Tobacco: % Volume 2020-2024 Table 79 LBN Brand Shares of Heated Tobacco: % Volume 2021-2024
- Table 80 NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2020-2024
- Table 81 LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2021-2024
- Table 82 Distribution of Smokeless Tobacco by Format: % Volume 2019-2024
- Table 83 Distribution of E-Vapour Products by Format: % Value 2019-2024
- Table 84 Distribution of Tobacco Heating Devices by Format: % Volume 2019-2024
- Table 85 Distribution of Heated Tobacco by Format: % Volume 2019-2024
- Table 86 Forecast Sales of Smokeless Tobacco by Category: Volume 2024-2029
- Table 87 Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2024-2029
- Table 88 Forecast Sales of E-Vapour Products by Category: Volume 2024-2029
- Table 89 Forecast Sales of E-Vapour Products by Category: % Volume Growth 2024-2029
- Table 90 Forecast Sales of Tobacco Heating Devices: Volume 2024-2029
- Table 91 Forecast Sales of Tobacco Heating Devices: % Volume Growth 2024-2029
- Table 92 Forecast Sales of Heated Tobacco: Volume 2024-2029
- Table 93 Forecast Sales of Heated Tobacco: % Volume Growth 2024-2029
- Table 94 Forecast Sales of Tobacco Free Oral Nicotine: Volume 2024-2029
- Table 95 Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2024-2029
- Table 96 Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2024-2029
- Table 97 Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2024-2029
- Table 98 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2024-2029
- Table 99 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tobacco-in-romania/report.