



Cigars, Cigarillos and Smoking Tobacco in Romania

June 2025

Cigars, Cigarillos and Smoking Tobacco in Romania - Category analysis

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

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Tobacco in Romania - Industry Overview

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

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MARKET DATA

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SOURCES

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