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International

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

June 2025

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 1 - Number of Adult Vapers 2019-2024

CATEGORY DATA

- Table 2 - Sales of Smokeless Tobacco by Category: Volume 2019-2024
- Table 3 - Sales of Smokeless Tobacco by Category: % Volume Growth 2019-2024
- Table 4 - Sales of E-Vapour Products by Category: Volume 2019-2024
- Table 5 - Sales of E-Vapour Products by Category: % Volume Growth 2019-2024
- Table 6 - Sales of Tobacco Heating Devices: Volume 2019-2024
- Table 7 - Sales of Tobacco Heating Devices: % Volume Growth 2019-2024
- Table 8 - Sales of Heated Tobacco: Volume 2019-2024
- Table 9 - Sales of Heated Tobacco: % Volume Growth 2019-2024
- Table 10 - Sales of Tobacco Free Oral Nicotine: Volume 2019-2024
- Table 11 - Sales of Tobacco Free Oral Nicotine: % Volume Growth 2019-2024
- Table 12 - Sales of Tobacco Free Oral Nicotine by Category: Value 2019-2024
- Table 13 - Sales of Tobacco Free Oral Nicotine: % Value Growth 2019-2024
- Table 14 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2019-2024
- Table 15 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2019-2024
- Table 16 - Sales of E-Liquids by Nicotine Strength: % Value 2021-2024
- Table 17 - NBO Company Shares of Smokeless Tobacco: % Volume 2020-2024
- Table 18 - LBN Brand Shares of Smokeless Tobacco: % Volume 2021-2024
- Table 19 - NBO Company Shares of E-Vapour Products: % Value 2020-2024
- Table 20 - LBN Brand Shares of E-Vapour Products: % Value 2021-2024
- Table 21 - NBO Company Shares of Tobacco Heating Devices: % Volume 2020-2024
- Table 22 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2021-2024
- Table 23 - NBO Company Shares of Heated Tobacco: % Volume 2020-2024
- Table 24 - LBN Brand Shares of Heated Tobacco: % Volume 2021-2024
- Table 25 - NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2020-2024
- Table 26 - LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2021-2024
- Table 27 - Distribution of Smokeless Tobacco by Format: % Volume 2019-2024
- Table 28 - Distribution of E-Vapour Products by Format: % Value 2019-2024
- Table 29 - Distribution of Tobacco Heating Devices by Format: % Volume 2019-2024
- Table 30 - Distribution of Heated Tobacco by Format: % Volume 2019-2024
- Table 31 - Forecast Sales of Smokeless Tobacco by Category: Volume 2024-2029
- Table 32 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2024-2029
- Table 33 - Forecast Sales of E-Vapour Products by Category: Volume 2024-2029
- Table 34 - Forecast Sales of E-Vapour Products by Category: % Volume Growth 2024-2029
- Table 35 - Forecast Sales of Tobacco Heating Devices: Volume 2024-2029
- Table 36 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2024-2029

Table 37 - Forecast Sales of Heated Tobacco: Volume 2024-2029

Table 38 - Forecast Sales of Heated Tobacco: % Volume Growth 2024-2029

Table 39 - Forecast Sales of Tobacco Free Oral Nicotine: Volume 2024-2029

Table 40 - Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2024-2029

Table 41 - Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2024-2029

Table 42 - Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2024-2029

Table 43 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2024-2029

Table 44 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2024-2029

## 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

Table 45 - Number of Adult Smokers by Gender 2019-2024

### MARKET DATA

Table 46 - Sales of Tobacco by Category: Volume 2019-2024

Table 47 - Sales of Tobacco by Category: Value 2019-2024

Table 48 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 49 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 50 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 51 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 52 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 53 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

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### SOURCES

Summary 2 - Research Sources

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