



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

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Heated tobacco products continue to report dynamic growth in 2023 despite sharp increase in excise
Heated tobacco benefiting from further investment as BAT and JTI look to challenge PMI's dominance
Closed vaping systems continue to blossom but overall sales of e-vapour products struggle in 2023

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