

Cigarettes in Romania

Market Direction | 2022-07-12 | 28 pages | Euromonitor

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Report description:

In 2020, the main consequence of the Coronavirus (COVID-19) pandemic was an increase in retail volume sales, as some consumers smoked more due to heightened levels of stress, longer inactive periods and a big reduction in illegal trade activity, due to effective border controls and restricted travelling. In 2021, the impact of the third, fourth and fifth waves of pandemic was seen mainly in the opening hours of retail stores, and access restrictions for unvaccinated consumers in non-grocery stor...

Euromonitor International's Cigarettes in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cigarettes market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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CIGARETTES IN ROMANIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Heightened health awareness and migration to other tobacco products foster drop in retail volume sales in 2021

Stronger government- and manufacturer-led efforts help to reduce illicit trade volume

Higher excise exerts upward pressure on prices

PROSPECTS AND OPPORTUNITIES

Higher health awareness and migration to alternatives set to continue to depress volume sales

High prices may see some consumers move to the illicit trade

Difficult economic situation provides fertile ground for the growth of the economy segment

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TOBACCO IN ROMANIA

EXECUTIVE SUMMARY

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