

Tobacco in Romania

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Report description:

Cigarettes remain the most common choice of tobacco for the majority of smokers in 2022 and was the main driver of tobacco overall, despite the unit price increase. Widespread distribution across all retail channels in Romania supports the performance of the tobacco industry, with the presence of cigarettes on retailer's shelves a must especially for the vast network of small local grocers. In fact, the sale of cigarettes is key to attracting shoppers in these establishments and driving sales in...

Euromonitor International's Tobacco 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

- * Get a detailed picture of the Tobacco 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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