

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

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Report description:

Heated tobacco products continued to report dynamic growth in both value and volume terms in 2023. One important reason for the dynamic performance of the category is the local production of heated tobacco and the fact that these products are distributed through the same channels as for standard cigarettes, which has helped to raise awareness. Heated tobacco sales have also benefited from communications on social media and in trade press that claim that these products are less harmful than combu...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

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

Why buy this report?

- * Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated 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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reliable information resources to help drive informed strategic planning.

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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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