

Cigars, Cigarillos and Smoking Tobacco in Romania

June 2023

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Cigars, Cigarillos and Smoking Tobacco in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Pandemic continues to have a positive effect on category
Cigarillos a more affordable and trendy choice in current climate
Pipe tobacco is the more dynamic choice

PROSPECTS AND OPPORTUNITIES

Slowdown in growth expected with high price the main deterrent
Cigars, cigarillos and pipes perceived as better alternative to cigarettes
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Competitive landscape
Retailing developments
What next for tobacco?

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Legislation
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Smoking prevalence
Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
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