

Tobacco Free Oral Nicotine in Romania

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Tobacco Free Oral Nicotine in Romania - Category analysis

KEY DATA FINDINGS

2020 IMPACT

Tobacco free oral nicotine enters Romania in form of nicotine pouches
Foreign e-commerce is main distribution channel in 2020
Fragmented competitive landscape represented by smaller brands

RECOVERY AND OPPORTUNITIES

Despite positive outlook, category likely to remain a niche in the short term
Younger adults more comfortable in placing online orders offer target audience
Improved efforts to market nicotine pouches needed to create greater awareness

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Tobacco in Romania - Industry Overview

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COVID-19 country impact
Company response
Retailing shift
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Minimum legal smoking age
Smoking prevalence
Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
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Reduced harm
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GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

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