

# Cigars, Cigarillos and Smoking Tobacco in Romania

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## Abstracts

New products stimulated category growth during the pandemic, when more time spent at home and a change in lifestyles saw more Romanians turn to cigars and cigarillos. These tobacco products are perceived as an exotic alternative and have been used by some consumers to reduce stress and create a better state of wellbeing. Cigars, cigarillos and smoking tobacco is also a small category, enjoying retail volume growth from a small base. Since the pandemic, professionals working from home have stuck...

Euromonitor International's Cigars, Cigarillos and Smoking 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:** Cigars and Cigarillos, Smoking 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 Cigars, Cigarillos and Smoking 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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