

Luxury Cigars in Romania

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Abstracts

Luxury tobacco registered another year with a positive performance in 2013, given that the category is nascent in Romania (luxury tobacco is consumed at a higher rate in neighbouring countries). In 2013, value sales rose by 13% in current terms, reaching RON37 million. In volume terms, sales increased at a slower pace (3%), thus registering sales of 574,100 units in 2013.

Euromonitor International's Luxury Cigars in Romania report offers a comprehensive guide to the size and shape of the Luxury Cigars market at a national level. It provides the latest retail sales data, 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 and their effects on Luxury Cigars retailing along with the development of consumers' shopping patterns. Forecasts to 2018 illustrate how the market is set to change

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

Why buy this report?

Get a detailed picture of the Luxury Cigars 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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