

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

<https://marketpublishers.com/r/S15FA2CE04CEN.html>

Date: June 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: S15FA2CE04CEN

Abstracts

The dynamic value growth seen in 2022 was almost exclusively due to the strong performance of heated tobacco. Heated tobacco is locally produced in Romania and is widely distributed through small local grocers, which are a popular channel for buying cigarettes. Smokers are paying more attention to their health and that of their families when spending more time home, and are drawn to heated tobacco because of the widespread publicity in Romania that heated tobacco is less harmful than traditional...

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 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: 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.

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.

Contents

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heated tobacco spearheads overall category growth

Romania is key production base for heated tobacco

Closed vaping systems prove most popular

PROSPECTS AND OPPORTUNITIES

Heated tobacco to remain rising star amongst alternatives

Philip Morris Romania to consolidate position in forthcoming period

Weaker performance in e-vapour systems

CATEGORY INDICATORS

Table 1 Number of Adult Vapers 2017-2022

CATEGORY DATA

Table 2 Sales of Tobacco Heating Devices: Volume 2017-2022

Table 3 Sales of Tobacco Heating Devices: % Volume Growth 2017-2022

Table 4 Sales of Heated Tobacco: Volume 2017-2022

Table 5 Sales of Heated Tobacco: % Volume Growth 2017-2022

Table 6 Sales of Tobacco Free Oral Nicotine: Volume 2017-2022

Table 7 Sales of Tobacco Free Oral Nicotine: % Volume Growth 2017-2022

Table 8 Sales of Tobacco Free Oral Nicotine by Category: Value 2017-2022

Table 9 Sales of Tobacco Free Oral Nicotine: % Value Growth 2017-2022

Table 10 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 11 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 12 Sales of E-Liquids by Nicotine Strength: % Value 2019-2022

Table 13 NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022

Table 14 LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022

Table 15 NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 16 LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 17 NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2018-2022

Table 18 LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2019-2022

Table 19 Distribution of E-Vapour Products by Format: % Value 2017-2022

Table 20 Forecast Sales of Tobacco Heating Devices: Volume 2022-2027

Table 21 Forecast Sales of Tobacco Heating Devices: % Volume Growth 2022-2027

Table 22 Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 23 Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027

Table 24 Forecast Sales of Tobacco Free Oral Nicotine: Volume 2022-2027

Table 25 Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2022-2027

Table 26 Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2022-2027

Table 27 Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2022-2027

Table 28 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 29 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

TOBACCO IN ROMANIA

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 30 Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 31 Sales of Tobacco by Category: Volume 2017-2022

Table 32 Sales of Tobacco by Category: Value 2017-2022

Table 33 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 34 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 35 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 36 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 37 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 38 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

I would like to order

Product name: Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Romania

Product link: <https://marketpublishers.com/r/S15FA2CE04CEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S15FA2CE04CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970