

# Vapour Devices in Romania

<https://marketpublishers.com/r/V43A7F449DDEN.html>

Date: October 2015

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: V43A7F449DDEN

## Abstracts

Retail value sales of electronic cigarettes grew by 6% in 2014, to RON6.1 million. Increasing awareness about e-cigarettes and the wider availability of these products led to the positive performance of the category.

Euromonitor International's Vapour Devices 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 2010-2014, 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 2019 illustrate how the market is set to change.

**Product coverage:** Cig-a-likes, Heat-not-burn devices, Tank systems.

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

### Why buy this report?

Get a detailed picture of the Vapour Devices 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

Headlines

Legislation

Trends

Distribution

Competitive Landscape

New Product Developments

Summary 1 Vapour Products: New Product Launches

Prospects

Category Data

Table 1 Number of Adult Vapers 2010-2014

Table 2 Sales of Vapour Devices by Category: Value 2012-2014

Table 3 Sales of Vapour Devices by Category: % Value Growth 2012-2014

Table 4 Sales of Vapour Devices by Distribution Format: % Value 2009-2014

Table 5 Forecast Sales of Vapour Devices by Category: Value 2014-2019

Table 6 Forecast Sales of Vapour Devices by Category: % Value Growth 2014-2019

Executive Summary

Increase in Illicit Trade Prevents Retail Volume Sales From Growing in 2014

Higher Excise Rates Lead To Higher Retail Value Sales

Sales Continue To Be Dominated by A Limited Number of Players

Small Independent Grocers Continue To Remain the Leading Channel

Tobacco Is Set To Face Challenges During the Forecast Period

Operating Environment

Legislation

Summary 2 Legislation Summary at a Glance

Country-specific Legislation

Minimum Legal Smoking Age

Smoking Prevalence

Table 7 Smoking Prevalence in Adult Population 2010-2014

Table 8 Number of Adult Smokers by Gender 2010-2014

Tar Levels

Health Warnings

Advertising and Sponsorship

Point-of-sale Display Bans

Smoking in Public Places

Low Ignition Propensity (lip) Cigarette Regulation

Flavoured Tobacco Product Ban

Plain Packaging

'reduced Harm'

Electronic Cigarettes

Litigation

Death by Cause

Table 9 Death by Cause 2010-2014

Taxation and Pricing

Duty Paid Packet Marks

Taxation Rates

Table 10 Taxation and Duty Levies 2009-2014

Average Cigarette Pack Price Breakdown

Summary 3 Average Cigarette Pack Price Breakdown: Brand Examples

Production/imports/exports

Table 11 Trade Statistics: Tobacco Leaf 2009-2014

Illicit Trade in Cigarettes

Market Indicators

Table 12 Illicit Trade Estimate of Cigarettes: Volume 2009-2014

Market Data

Table 13 Sales of Tobacco by Category: Volume 2009-2014

Table 14 Sales of Tobacco by Category: Value 2009-2014

Table 15 Sales of Tobacco by Category: % Volume Growth 2009-2014

Table 16 Sales of Tobacco by Category: % Value Growth 2009-2014

Table 17 Forecast Sales of Tobacco by Category: Volume 2014-2019

Table 18 Forecast Sales of Tobacco by Category: Value 2014-2019

Table 19 Forecast Sales of Tobacco by Category: % Volume Growth 2014-2019

Table 20 Forecast Sales of Tobacco by Category: % Value Growth 2014-2019

Sources

Summary 4 Research Sources

## I would like to order

Product name: Vapour Devices in Romania

Product link: <https://marketpublishers.com/r/V43A7F449DDEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/V43A7F449DDEN.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