



Cigars, Cigarillos and Smoking Tobacco in Romania

August 2026

Cigars, Cigarillos and Smoking Tobacco in Romania - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Growing Connoisseur Interest Supports Category Resilience Despite Economic Pressure

Value-Seeking Behaviour Creates a Divide between Smoking Tobacco and Premium Cigars

Higher Excise Duties Increase Pressure on Affordability and Profitability

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Premium Cigar Demand Set to Support Growth Despite a Challenging Economic Backdrop

Smoking Tobacco Set to Benefit From Affordability Advantages

Specialist Retail and Retail E-Commerce Set to Expand Category Reach

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Scandinavian Tobacco Group Strengthens Leadership as Challengers Gain Share

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Specialist Retailers Lead While Retail E-Commerce Expands Access and Convenience

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 8 - Real GDP Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in Romania - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Heated Tobacco Growth Offsets Continued Cigarette Decline

Cross-Format Switching Intensifies as Manufacturers Accelerate Heated Tobacco Investment

Illicit Trade Expands beyond Cigarettes into Next-Generation Products

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Growth in Next-Generation Products Set to Outweigh Continued Cigarette Decline

Chart 16 - Analyst Insight for Nicotine

Affordability Pressures Forecast to Sustain Illicit Trade

Regulatory Harmonisation Expected to Favour Larger Manufacturers

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Continues to Close the Gap with Market Leaders

Increased Scrutiny Places Greater Emphasis on Compliance and Transparency

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Small Grocery Retailers Remain Central to Nicotine Distribution

E-Commerce Growth Supports Greater Channel Diversification

PRODUCTS

Premium Positioning, Demographic Targeting and Regulatory Readiness Shape Innovation Priorities

Device Launches Raise the Competitive Bar in Heated Tobacco

Innovation Advantages Increasingly Depend on Compliance and Governance

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 21 - 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

Low Ignition Propensity (Lip) Cigarette Regulation

Flavoured Tobacco Product Ban

Reduced Harm

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine

Chart 23 - Real GDP Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-romania/report.