



Euromonitor
International

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

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Heated Tobacco Growth Drives Category Expansion Despite Continued E-Vapour Decline

Cross-Format Consumption Accelerates the Shift Towards Heated Tobacco

Expanding Usage Restrictions Increase Regulatory Pressure across Smoke-Free Formats

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