

# Cigarettes in Romania

June 2024

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## Cigarettes in Romania - Category analysis

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#### 2023 DEVELOPMENTS

People smoking more cigarettes in 2023 despite economic pressures  
Efforts to reduce illicit trade continue to benefit legal sales of cigarettes  
Price rises drive strong value growth as manufacturing costs increase

#### PROSPECTS AND OPPORTUNITIES

A bleak outlook for cigarettes sales with more people likely to quit or switch to alternatives  
The control of illicit trade will play an important role  
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