

Romania



How many people die from smoking in Romania each year?

30,218

What is the annual cost-of-illness attributable to smoking in Romania each year?

24,434,674,482

Romanian leus

Current Rates of Smoking and Tobacco Use in Romania

Tobacco use continues to be an epidemic in Romania. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Romania as the death toll grows each year. Proponents of healthier societies must push for the implementation of evidence-based best practices in tobacco control to create change and reduce the negative effects of tobacco use.

Adult Smoking Prevalence in Romania

15+ years old; 2025

Men
29.50%

Women
14.70%

Adult smoking prevalence in Romania is 22.10%.

Number of Adult Smokers in Romania

15+ years old; 2022

Men
2,926,000

Women
1,501,000

Number of adult smokers in Romania is 4,428,000.

Youth Smoking Prevalence in Romania

10-14 years old; 2023

Boys
8.46%

Girls
6.54%

Youth smoking prevalence in Romania is 7.53%.

Adult Smokeless Tobacco Use in Romania

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2019

Both Men and Women
NA

Adult smokeless tobacco use prevalence in Romania is NA.

Deaths Caused by Tobacco in Romania

% deaths attributable to tobacco use in 2023

Men

18.02%

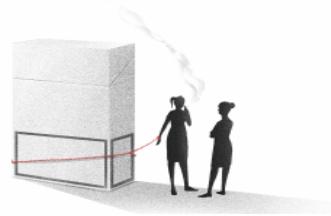
Women

5.94%**Learn more about global Prevalence,****Youth Smoking and Deaths.**

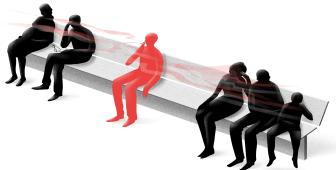
12.28% of all deaths in Romania are caused by tobacco use.

Negative Effect of Tobacco Use in Romania

Tobacco use harms both the public and fiscal health of Romania, threatening efforts to improve equity, alleviate poverty, and protect the environment.

**Societal Harms**

The annual cost-of-illness attributable to smoking in Romania is 24,434,674,482 Romanian leus. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity caused by illness and premature death.

**Harms Development**

Tobacco spending diverts funds from the resources that families need to rise out of poverty. On average in Romania, a smoker must spend 2.99% of GDP per capita to buy 100 packs of the most popular cigarettes in a year.

**Environmental Harms**

Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 4,990 tons of butts wind up as toxic trash in Romania each year, equal to 1,848 female African elephants.

**Harms Health Equity**

The tobacco industry markets its products aggressively to lower-income populations and youth in Romania.

**Harms NCDs**

Not only is smoking a major risk factor for the 4 largest noncommunicable diseases (cancer, heart diseases, respiratory diseases, and diabetes), but people living with mental illness are nearly 2x as likely to smoke as other individuals.

Learn more about Health Effects.

Impact of the Tobacco Supply Chain on Romania

The tobacco industry profits significantly from producing and selling tobacco. At the same time, across the tobacco supply chain, there are significant negative health and economic repercussions for Romania.



Tobacco Production

There were approximately 64,563,000,000 cigarettes produced in Romania in 2024.



Tobacco Industry

The total revenue of the 6 largest tobacco companies in the world was USD 364 billion in 2023, about the same as Pakistan's Gross National Income (GNI), 5x Panama's GNI and 9x Paraguay's GNI.

Tobacco Growing

There were 490 tons of tobacco produced in Romania in 2023 on 530 hectares of quality agricultural land that could have been used to grow food.

Learn more about global [Growing](#) and [Product Sales](#).

Ending the Tobacco Epidemic in Romania

Fortunately, there are evidence-based i.e. proven-solutions to the challenges posed by tobacco use. For several decades, governments around the world have been introducing a set of policies that address the demand for tobacco products, particularly among youth. These policies effectively reduce consumption and are cost-effective because they save governments enormous amounts of money in health care spending and increase economic productivity.

Current Tobacco Control Policies in Romania

Designated Smoke-Free Areas in Romania

Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA	NA
Healthcare Facilities	Educational Facilities	Universities	Government Facilities	Indoor Offices	Restaurants	Pubs and Bars	Public Transport	All Other Indoor Public Places	Funds for Enforcement

Availability of Cessation Services in Romania**Quitting Resources**

National quit line, and both NRT (Nicotine replacement therapy) and some cessation services cost-covered

National Quit Line**Yes**

Learn more about best practices in [Cessation](#).

Tobacco Packaging Regulations in Romania**Quality of Tobacco Packaging Regulation**

- None
- Text warning label only
- ✓ Text warning label with graphic warning label**
- Plain Packaging with text/graphic warning label

% of Pack Covered**65%**

Learn more about best practices in [Counter Marketing](#).

Tobacco Control Mass Media Campaigns in Romania**Ran a National Anti-Tobacco Campaign**

Not applicable

Part Of A Comprehensive Tobacco Control Program

Not applicable

Pre-Tested With The Target Audience

Not applicable

Target Audience Research Was Conducted

Not applicable

Aired On Television And/Or Radio

Not applicable

Utilized Media Planning

Not applicable

Earned Media/Public Relations Were Used To Promote The Campaign

Not applicable

Process Evaluation Was Used To Assess Implementation

Not applicable

Outcome Evaluation Was Used To Assess Effectiveness

Not applicable

Learn more about best practices in [Mass Media](#).

Tobacco Tax Policies in Romania

Using evidence-based international recommendations/best practices, the **Economics for Health Cigarette Tax Scorecard** assesses four components of tax systems - **price, change in affordability, tax share, and structure** - on a scale of 0 to 5, where a higher score is preferred.

Overall Score	Cigarette Price	Change in Affordability Over Time	Tax Share of Price	Tax Structure
2.88	4.00	0.00	3.50	4.00
The overall score is an average of the four component scores.	Consumers respond to higher prices by decreasing consumption and some quit using tobacco.	In addition to price, change in affordability is critical. Cigarettes need to become less affordable for consumption to decline.	Large tax shares of price are usually a good indicator that taxes are working.	Best practices include relying more on uniform specific excise taxes that are adjusted regularly to outpace growth and inflation.

Learn more about the [Scorecard in Romania](#).

Regulations on Tobacco Advertising, Promotion, and Sponsorship (TAPS) in Romania

Marketing is the key avenue that tobacco companies use to reach consumers, new and old. Restricting or eliminating marketing is key to tobacco control success.

Direct Bans

5 out of 7 direct bans implemented

National TV and radio

Yes

International TV and radio

Yes

International magazines and newspapers

Yes

International magazines and newspapers

No

Billboard and outdoor advertising

Yes

Advertising at point of sale

No

Advertising on internet

Yes

Ad Ban Compliance

NA

Indirect Bans

2 out of 10 indirect bans implemented

Free distribution in mail or through other means

No

Promotional discounts

No

Non-tobacco products identified with tobacco brand names

Yes

Brand name of non-tobacco products used for tobacco product

No

Appearance in TV and/or films: tobacco brands (product placement)

Yes

Appearance in TV and/or films: tobacco products

No

Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images

No

Complete ban on sponsorship

No

Any form of contribution (financial or other support) to any event, activity or individual

No

Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

No