ROMANIA
Timeline of Tobacco Control Policies and ITC Surveys (6E/RO)

Nov 20, 2016 (TPD 2014)
- Max. nicotine concentration for e-liquids set at 20mg/mL
- HWs specific to e-cigs required on e-cigs & e-liquid packs, 30% of front & back
- Comprehensive advertising ban for e-cigs & e-liquids

Dec 10, 2016 (TPD 2014)
- Content yields removed, packs no have 50% general HW’s on sides
- Combined HWs increased from 35% to 65%, display text warning, pictorial warning and cessation info
- HWs to be rotated per annum
- HWs min. dimensions restrict lipstick-style packs
- Herbal tobacco packs to carry one-sided 30% HWs
- Characterizing flavours banned
- Extensive list of additives banned

May 2019 (TPD 2014)
- L/M descriptors & vitality claims banned
- Unit packs of cigarettes to be 20 ≥ units
- Unit packs of RYO tobacco to be 30 ≥ grams
- Combined HWs increased from 35% to 65%, display text warning, pictorial warning and cessation info
- HWs to be rotated per annum
- HWs min. dimensions restrict lipstick-style packs
- Herbal tobacco packs to carry one-sided 30% HWs
- Characterizing flavours banned
- Extensive list of additives banned

May 2017 (TPD 2014)
- Grace period for non-conformed tobacco, e-cigarettes, e-liquids and herbal tobacco products ends

May 2020 (TPD 2014)
- Products with a market share ≥ 3% are required to comply with characterizing flavour, additive and flavoured component ban
- Factory-made cigs and RYO tobacco packs to include unique identifiers to mitigate illicit trade and employ track & trace measures

May 2024 (TPD 2014)
- All tobacco products to include unique identifiers to counter illicit trade and employ track & trace measures

Survey Mode: Computer Assisted Personal Interview (CAPI)
Respondent Types: Smokers

Updated Jul 2020