

NRT Smoking Cessation Aids in Belgium

Market Direction | 2022-09-20 | 26 pages | Euromonitor

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Report description:

Sales of NRT smoking cessations are still enjoying current value growth in 2022. This is, firstly, thanks to a considerable increase in taxation implemented in January 2022. The Belgian Government raised the prices of tobacco products, with the price of a pack of 20 cigarettes being increased from EUR7.50 to EUR7.75, while the price of 50g of tobacco rose from EUR11 to EUR12. Further increases are also planned until 2024. Secondly, sales of NRT smoking cessations were also artificially boosted b...

Euromonitor International's NRT Smoking Cessation Aids in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: NRT Gum, NRT Inhalators, NRT Lozenges, NRT Patches, Other NRT.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the NRT Smoking Cessation Aids market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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NRT SMOKING CESSATION AIDS IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

New robust growth thanks to taxes on tobacco and prices increase

Tobacco consumption took off during the pandemic in contrast to initial assumptions

Nicorette maintains its position, giving Janssen-Cilag a strong lead in a limited category

PROSPECTS AND OPPORTUNITIES

Lower growth expected due to competition from e-vapour products and nicotine pouches

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