

NRT Smoking Cessation Aids in Italy

Market Direction | 2022-09-19 | 24 pages | Euromonitor

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Report description:

Sales of NRT smoking cessation aids in Italy are expected to decline in 2022 in current value terms, with these products suffering from the growing competition from e-cigarettes and heated tobacco. According to the Higher Institute of Health in Italy, regular and occasional users of e-cigarettes amounted to 2.4% of the population aged over 15 in 2022, which is higher compared to 2019. The majority of electronic cigarette users also smoke traditional cigarettes, with the former seen a way to redu...

Euromonitor International's NRT Smoking Cessation Aids in Italy 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.

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NRT SMOKING CESSATION AIDS IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growing competition from heated tobacco and e-cigarettes

Number of smokers on the rise again, reversing the trend seen in the pandemic

New flavour adds novelty to other NRT as Johnson & Johnson retains its dominant position

PROSPECTS AND OPPORTUNITIES

Competition from smoking alternatives will continue to hinder sales

Innovation may help stimulate growth in an increasingly mature category

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Vitamins and dietary supplements registration and classification

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