

NRT Smoking Cessation Aids in Poland

Market Direction | 2022-09-20 | 25 pages | Euromonitor

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Report description:

According to statistics from the World Health Organization (WHO), more than 9 million people in Poland smoke cigarettes, with Euromonitor International data showing this as 9.5 million in 2022, consisting of 33% of men and 29% of women. Although this is a significant improvement and a very noticeable decline compared to figures from the 1990s, mortality from diseases related to nicotine addiction is still very high. Furthermore, the rate of smokers seeking to stop is relatively slow. Despite the...

Euromonitor International's NRT Smoking Cessation Aids in Poland 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

A high number of Polish consumers continue to smoke, leading to sluggish sales of NRT smoking cessation aids

The COVID-19 pandemic exacerbated the problem of addiction

Distribution remains based on brick-and-mortar pharmacies

PROSPECTS AND OPPORTUNITIES

Future prospects look moderately optimistic, with high prices remaining a barrier to stronger sales

NRT chewing gums set to remain popular, thanks to choice of flavours and breath-freshening attributes

Awareness of smoking harm continues to grow, which will ultimately support sales

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