

NRT Smoking Cessation Aids in Romania

Market Direction | 2022-09-23 | 20 pages | Euromonitor

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Report description:

NRT smoking cessation aids remains a category with high growth potential in Romania. While the retail volume and current value growth is expected to be strong over 2022, the competitive landscape is consolidates, with few players. Defumaxon (Aflofarm Farmacja Polska) and Nicorette (Johnson & Johnson Romania) are set to remain the only brands with significant sales at the end of the review period.

Euromonitor International's NRT Smoking Cessation Aids in Romania 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 ROMANIA

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2022 DEVELOPMENTS

Low awareness of products and their uses limits growth potential
E-commerce retailing trend continues to penetrate NRT smoking cessation aids
Popularity of capsules favours "other" NRT

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