

NRT Smoking Cessation Aids in Finland

Market Direction | 2022-10-10 | 21 pages | Euromonitor

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Report description:

After two years of strong retail value sales growth in 2020 and 2021, NRT smoking cessation aids is seeing a decline in demand in 2022. The COVID-19 pandemic's resultant restrictions to curb the coronavirus boosted sales of all NRT smoking cessation aids categories. Indeed, COVID-19 put the spotlight on lung health and Finnish people purchased NRT smoking cessation aids in order to help them quit the unhealthy habit. But in 2022, retail value sales growth is moderately negative due to two of the...

Euromonitor International's NRT Smoking Cessation Aids in Finland 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

Demand drops due to the competitive landscape being saturated in 2022

Pouches boost sales of other NRT in 2022

Competitive landscape remains an oligopoly in 2022, with high brand loyalty

PROSPECTS AND OPPORTUNITIES

Decline in consumer base expected to impede sales growth over the forecast period

Other NRT sales set to increase over the forecast period due to being convenient

Increase in availability and restrictions on vaping products likely to stimulate demand over the forecast period

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