

**NRT Smoking Cessation Aids in Germany**

Market Direction | 2023-01-10 | 22 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

Following the pattern seen across consumer health in Germany, there has been a marginal increase in the average unit price of NRT smoking cessation aids in 2022. The increase in production and general costs throughout the supply chain have meant that both producers and retailers have decided that they need to increase prices to maintain a healthy level of profitability. Price rises have, however, translated into positive growth in current value terms in 2022, despite volume sales declining across...

Euromonitor International's NRT Smoking Cessation Aids in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

**Table of Contents:****Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## List Of Contents And Tables

### NRT SMOKING CESSATION AIDS IN GERMANY

#### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Increasing prices in 2022 drive value growth

Health awareness influences category's performance

Competitive landscape remains consolidated

#### PROSPECTS AND OPPORTUNITIES

Category growth to be influenced by shift towards alternatives

Pharmacies will continue to dominate distribution

Nicorette likely to retain dominance due to wide availability

#### CATEGORY INDICATORS

Table 1 Number of Smokers by Gender 2017-2022

#### CATEGORY DATA

Table 2 Sales of NRT Smoking Cessation Aids by Category: Value 2017-2022

Table 3 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2017-2022

Table 4 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2018-2022

Table 5 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2019-2022

Table 6 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2022-2027

Table 7 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2022-2027

### CONSUMER HEALTH IN GERMANY

#### EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 9 Life Expectancy at Birth 2017-2022

#### MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2017-2022

Table 11 Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Consumer Health: % Value 2018-2022

Table 13 LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2017-2022

Table 15 Distribution of Consumer Health by Format: % Value 2017-2022

Table 16 Distribution of Consumer Health by Format and Category: % Value 2022

Table 17 Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

#### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**NRT Smoking Cessation Aids in Germany**

Market Direction | 2023-01-10 | 22 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-10
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)