

NRT Smoking Cessation Aids in Denmark

Market Direction | 2023-09-21 | 20 pages | Euromonitor

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Report description:

The pandemic was a boon for NRT smoking cessation aids, as is the ongoing health and wellness trend, with many people trying to give up smoking as COVID-19 put the spotlight on lung health. The category is seeing an increase in both volume and current value sales in 2023, with the latter driven partly by inflation stemming from the energy crisis caused by the war in Ukraine, which is driving up average unit prices. Gum continues to dominate current value sales of NRT cessation aids.

Euromonitor International's NRT Smoking Cessation Aids in Denmark 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.

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KEY DATA FINDINGS

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Volume and current value growth in 2023 for NRT smoking cessation aids

Competitive landscape remains stable, dominated by Nicorette and Nicotinell

E-commerce is now a significant channel, challenging pharmacies

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