

NRT Smoking Cessation Aids in Bulgaria

Market Direction | 2023-10-05 | 22 pages | Euromonitor

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Report description:

The pervasive smoking habits in Bulgaria exert a considerable negative effect on the sales of NRT smoking cessation aids. Bulgaria has one of the highest smoking rates in the European Union, with a significant portion of the population addicted to nicotine (nearly 30%). Recent studies conducted by the European Commission and Eurobarometer on smokers' attitudes towards tobacco products reveal that Bulgaria has the lowest numbers of ex-smokers per capita in Europe. In addition, the country has the...

Euromonitor International's NRT Smoking Cessation Aids in Bulgaria 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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NRT SMOKING CESSATION AIDS IN BULGARIA

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Smoking culture decreases demand

Lack of public anti-smoking campaigns leads to decline in volume sales

Johnson & Johnson dominates

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Self-medication/self-care and preventive medicine

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DISCLAIMER

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