

## **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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## **Table of Contents:**

NRT Smoking Cessation Aids in Bulgaria  
Euromonitor International  
October 2023

List Of Contents And Tables

### **NRT SMOKING CESSATION AIDS IN BULGARIA**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Smoking culture decreases demand

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

Johnson & Johnson dominates

#### **PROSPECTS AND OPPORTUNITIES**

E-commerce likely to grow despite category's decreasing popularity

Increased respiratory tract health awareness following the COVID-19 pandemic likely to sustain demand

Growing popularity of vaping diminishes growth potential

#### **CATEGORY INDICATORS**

Table 1 Number of Smokers by Gender 2018-2023

#### **CATEGORY DATA**

Table 2 Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 3 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 5 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 6 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028

Table 7 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

### **CONSUMER HEALTH IN BULGARIA**

#### **EXECUTIVE SUMMARY**

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### **MARKET INDICATORS**

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 Life Expectancy at Birth 2018-2023

#### **MARKET DATA**

Table 10 Sales of Consumer Health by Category: Value 2018-2023

Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

#### **APPENDIX**

OTC registration and classification

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Self-medication/self-care and preventive medicine  
Switches  
DISCLAIMER  
DEFINITIONS  
SOURCES  
Summary 1 Research Sources

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