

NRT Smoking Cessation Aids in Austria

Market Direction | 2023-10-27 | 24 pages | Euromonitor

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Report description:

24% of Austria's adult population still smokes in 2023, although this figure has been steadily declining for several years, falling from 27% in 2018. The pandemic provided further incentive to quit smoking with medical bodies highlighting the added risk to smokers who became infected with COVID-19, with the virus attacking the respiratory system. According to the Österreichischen Rundfunk (ORF, Austrian public broadcaster) about one third of smokers have recently attempted to quit smoking in vai...

Euromonitor International's NRT Smoking Cessation Aids in Austria 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.

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2023 DEVELOPMENTS

Large numbers of smokers still looking to quit

NRT gum remains the most popular choice and the top performer

Limited distribution reach remains an obstacle to growth

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