

NRT Smoking Cessation Aids in Switzerland

Market Direction | 2023-11-27 | 23 pages | Euromonitor

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Report description:

NRT smoking cessation aids saw a return to volume growth in 2023 with current value sales also gaining pace. Smoking prevalence is on the decline in Switzerland, albeit slowly, despite anti-smoking campaigns aimed at raising awareness of the health risks involved in smoking. NRT smoking cessation aids have been found to improve the success rate of quitting smoking by between 50 to 70%. Despite the uptake, nicotine consumption hit a record year in 2022, particularly among girls due to the exposur...

Euromonitor International's NRT Smoking Cessation Aids in Switzerland 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 SWITZERLAND

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NRT smoking cessation sales gain ground

NRT gum and patches outperform other categories

Janssen-Cilag AG maintains category leadership

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Steady and slow progress ahead for NRT smoking cessation aids

Innovation expected in flavours and packaging, to compete with the rising trends for vaping and heated tobacco

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