

NRT Smoking Cessation Aids in France

Market Direction | 2024-09-17 | 24 pages | Euromonitor

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Report description:

The OTC market for smoking cessation aids in France remains relatively undeveloped, despite accounting for the majority of sales in 2024. This situation creates challenges for companies focused solely on category products, as they must compete with reimbursed stock-keeping units (SKUs) on pricing. Nonetheless, NRT smoking cessation aids benefit from various growth drivers. The National Programme to Fight against Tobacco (PNLT) includes several initiatives such as annual price increases on cigare...

Euromonitor International's NRT Smoking Cessation Aids in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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