

## **NRT Smoking Cessation Aids in the United Kingdom**

Market Direction | 2024-09-18 | 26 pages | Euromonitor

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### **Report description:**

Despite recording low value growth in 2024, demand for NRT smoking cessation aids in the UK is marginally declining, as consumers move away from smoking as a lifestyle choice, thereby reducing the target audience. According to Euromonitor International's Voice of the Consumer: Nicotine Survey (fielded January to February 2024), the number of consumers in the UK stating they smoke either cigarettes or hand rolled options dropped from 12% in 2020 to 10% in 2024.

Euromonitor International's NRT Smoking Cessation Aids in United Kingdom 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.

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