

NRT Smoking Cessation Aids in Bulgaria

Market Direction | 2024-09-23 | 21 pages | Euromonitor

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Report description:

High levels of smoking prevalence in Bulgaria is hindering the development of NRT smoking cessation aids. According to data from the Centre for Public Health, over 39% of Bulgarians smoke, including 32% of children aged 13-15 years, which are among the highest rates in the European Union. Despite rising health awareness and increasing numbers of consumers avoiding unhealthy habits, the majority of Bulgarians are happy to continue smoking. People do not feel the pressure to quit smoking despite t...

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 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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NRT SMOKING CESSATION AIDS IN BULGARIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low consumer desire to stop smoking tobacco hinders category development

Nicorette has a near monopoly in NRT smoking cessation aids

NRT gum performs slightly better than NRT patches

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Steady growth is forecasted but limitations are posed from competing products

Alternative smoking cessation products are emerging

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