

## **NRT Smoking Cessation Aids in Denmark**

Market Direction | 2024-09-23 | 20 pages | Euromonitor

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### **Report description:**

NRT smoking cessation aids experienced a decline in both value and volume sales in 2024, as smoking prevalence continued to decrease in Denmark. Cigarette sales in Denmark have been steadily declining since 2017, and as the number of smokers decreases, so too does the pool of potential consumers for NRT products. This long-term downward trend in smoking rates has had a direct impact on the demand for smoking cessation aids, resulting in the contraction of this market segment.

Euromonitor International's NRT Smoking Cessation Aids in Denmark 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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