

NRT Smoking Cessation Aids in the Netherlands

Market Direction | 2024-09-24 | 21 pages | Euromonitor

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Report description:

The market for NRT smoking cessation aids market in the Netherlands is expected to experience slower-than-average growth in current value terms in 2024, even as the number of adult smokers continues to decline. Nicotine replacement therapy (NRT) products, such as patches, gums, and lozenges, remain relatively expensive, with recent price increases further dampening demand. Another factor impacting the market is the rising popularity of e-cigarettes, which many consumers view as a more appealing...

Euromonitor International's NRT Smoking Cessation Aids in Netherlands 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 THE NETHERLANDS

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ongoing consumer desire to quit smoking has positive impact on demand
Patches see upturn in demand as players invest in more innovative products
Haleon Netherlands BV maintains success through strong commitment to new product development and widespread distribution

PROSPECTS AND OPPORTUNITIES

Investment in new products, including NRT lozenges should help to capture consumer interest
Aggressive anti-smoking measures will drive sales growth
Dutch consumers will seek out lower prices online

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OTC registration and classification

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