

## **NRT Smoking Cessation Aids in Sweden**

Market Direction | 2024-10-10 | 21 pages | Euromonitor

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### **Report description:**

NRT smoking cessation aids came under further pressure in 2024 as smoking prevalence in Sweden continued to fall in line with rising health-consciousness. With only around one in 16 Swedes claiming to smoke, there is a limited potential consumer base for NRT smoking cessation aids. With fewer smokers in Sweden, brands have a smaller base to target. As a result, retail volume sales continue to decline. Nevertheless, there is a generally negative attitude towards smoking a desire to quit.

Euromonitor International's NRT Smoking Cessation Aids in Sweden 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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