

## **NRT Smoking Cessation Aids in Romania**

Market Direction | 2024-10-18 | 20 pages | Euromonitor

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### **Report description:**

NRT smoking cessation aids in Romania are grappling with significant challenges, primarily due to rising inflation and shifting consumer preferences. Although volume sales in this category are projected to decline in 2024, current market value is anticipated to increase, mainly due to heightened pricing strategies. Moreover, despite having one of the highest smoking rates in Europe, consumer awareness of these products remains low. Although the Nicorette brand is advertised, its campaigns tend t...

Euromonitor International's NRT Smoking Cessation Aids in Romania 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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