

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

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List Of Contents And Tables

NRT SMOKING CESSATION AIDS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

NRT market grapples with multiple challenges

Gums show greatest resilience

Limited scope of distribution

PROSPECTS AND OPPORTUNITIES

Market offers considerable potential

Scope for product innovation

Partnerships with healthcare providers and pharmacies will provide a boost to growth

CATEGORY INDICATORS

Table 1 Number of Smokers by Gender 2019-2024

CATEGORY DATA

Table 2 Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024

Table 3 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024

Table 5 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024

Table 6 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029

Table 7 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN ROMANIA

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 9 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2019-2024

Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format: % Value 2019-2024

Table 16 Distribution of Consumer Health by Format and Category: % Value 2024

Table 17 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 18 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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