

NRT Smoking Cessation Aids in India

Market Direction | 2025-01-20 | 23 pages | Euromonitor

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Report description:

The health and wellness movement is playing a pivotal role in shaping consumer behaviour in India. As an increasing number of people prioritise their fitness, mental health, and disease prevention, smoking cessation has emerged as a natural step towards achieving these goals. Younger, urban demographics are particularly influenced by this trend, viewing quitting as an essential aspect of a healthier lifestyle. This is set to drive double-digit retail current value growth for NRT smoking cessation...

Euromonitor International's NRT Smoking Cessation Aids in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, allowing you to identify the sectors driving growth. Forecasts to 2029 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 INDIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising consumer intent to quit smoking drives growth in NRT smoking cessation aids

Diverse formats empower smokers with tailored cessation solutions, but gum dominates

Nicotex leads with a diverse product range and wide accessibility

PROSPECTS AND OPPORTUNITIES

Integration of behavioural therapy with NRT smoking cessation aids set to be a key driver of growth

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