



Euromonitor
International

NRT Smoking Cessation Aids in Sweden

October 2023

Table of Contents

NRT Smoking Cessation Aids in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low smoking prevalence means a small consumer base
Enduring popularity of snus hinders NTS smoking cessation aid sales
Competitive landscape remains highly consolidated

PROSPECTS AND OPPORTUNITIES

Bleak outlook for NNT smoking cessation aids
No significant change to competitive landscape
Pharmacies will remain leading channel

CATEGORY INDICATORS

Table 1 - Number of Smokers by Gender 2018-2023

CATEGORY DATA

Table 2 - Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023
Table 3 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023
Table 4 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023
Table 5 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023
Table 6 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028
Table 7 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

Consumer Health in Sweden - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2018-2023
Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 17 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

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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