



NRT Smoking Cessation Aids in France

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Reimbursement remains key for category, limiting OTC penetration
Oral formats dominate, while players focus on mobile apps
Leading players take divergent approaches to boosting sales

PROSPECTS AND OPPORTUNITIES

Category will struggle over the forecast period
E-vapour products remain a serious competitive threat
Natural products unlikely to make any headway in NRT smoking cessation aids

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 France - Industry Overview

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nrt-smoking-cessation-aids-in-france/report.