



NRT Smoking Cessation Aids in Bulgaria

October 2023

Table of Contents

NRT Smoking Cessation Aids in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Smoking culture decreases demand
Lack of public anti-smoking campaigns leads to decline in volume sales
Johnson & Johnson dominates

PROSPECTS AND OPPORTUNITIES

E-commerce likely to grow despite category's decreasing popularity
Increased respiratory tract health awareness following the COVID-19 pandemic likely to sustain demand
Growing popularity of vaping diminishes growth potential

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 Bulgaria - 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 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 17 - 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

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-bulgaria/report.