



Euromonitor
International

NRT Smoking Cessation Aids in Bulgaria

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Low consumer desire to stop smoking tobacco hinders category development
- Nicorette has a near monopoly in NRT smoking cessation aids
- NRT gum performs slightly better than NRT patches

PROSPECTS AND OPPORTUNITIES

- Steady growth is forecasted but limitations are posed from competing products
- Alternative smoking cessation products are emerging
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DISCLAIMER

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