

NRT Smoking Cessation Aids in Norway

October 2024

Table of Contents

NRT Smoking Cessation Aids in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Champix expected to return to the Norwegian market Shrinking potential consumer base Snus presents obstacle to development of NRT smoking cessation aids

PROSPECTS AND OPPORTUNITIES

Slowing growth due to shrinking consumer base and competition from alternative products Grocery and pharmacy channels to dominate, but e-commerce to grow Consolidated competitive landscape and strict marketing regulations limit potential for new entrants

CATEGORY INDICATORS

Table 1 - Number of Smokers by Gender 2019-2024

CATEGORY DATA

Table 2 - Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024Table 3 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024Table 4 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024Table 5 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024Table 6 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029Table 7 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

Consumer Health in Norway - 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

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