



NRT Smoking Cessation Aids in Sweden

October 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

NRT smoking cessation aids in decline
Consolidated landscape led by McNeil Sweden and GSK Consumer Healthcare
Retail e-commerce strengthens its role in NRT smoking cessation aids

PROSPECTS AND OPPORTUNITIES

NRT smoking cessation aids faces ongoing decline
E-commerce sales are expected to rise
Limited possibility of 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 2019-2024
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 Sweden - 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-sweden/report.