



**Euromonitor
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NRT Smoking Cessation Aids in the United Kingdom

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NRT Smoking Cessation Aids in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

NRT growth driven by consumer concerns

Nicorette maintains market leadership

Hypermarkets offers more NRT solutions, enhancing value and convenience

PROSPECTS AND OPPORTUNITIES

NRT forecasted to grow as tobacco usage drops

Technology offers supports to consumers

Government legislation looks to curb smoking further

CATEGORY INDICATORS

Table 1 - Number of Smokers by Gender 2020-2025

CATEGORY DATA

Table 2 - Sales of NRT Smoking Cessation Aids by Category: Value 2020-2025

Table 3 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2020-2025

Table 4 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2021-2025

Table 5 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2022-2025

Table 6 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2025-2030

Table 7 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2025-2030

Consumer Health in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 9 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2020-2025

Table 11 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 12 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 13 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 16 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 17 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

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