



Euromonitor
International

NRT Smoking Cessation Aids in Bulgaria

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- High smoking prevalence sustains demand for NRT products
- Nicorette dominates as category-defining brand, though competition from herbal remedies emerges
- Pharmacies drive sales while e-commerce accelerates with convenience and accessibility

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DISCLAIMER

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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-bulgaria/report.