

# NRT Smoking Cessation Aids in Bulgaria

October 2023

Table of Contents

## NRT Smoking Cessation Aids in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Smoking culture decreases demand

Lack of public anti-smoking campaigns leads to decline in volume sales

Johnson & Johnson dominates

#### PROSPECTS AND OPPORTUNITIES

E-commerce likely to grow despite category's decreasing popularity

Increased respiratory tract health awareness following the COVID-19 pandemic likely to sustain demand

Growing popularity of vaping diminishes growth potential

#### CATEGORY INDICATORS

Table 1 - Number of Smokers by Gender 2018-2023

#### CATEGORY DATA

Table 2 - Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 3 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 4 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 5 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 6 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028

Table 7 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

## Consumer Health in Bulgaria - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

### MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2018-2023

Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

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## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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