

NRT Smoking Cessation Aids in Brazil

<https://marketpublishers.com/r/N420B8A1512EN.html>

Date: October 2019

Pages: 3

Price: US\$ 990.00 (Single User License)

ID: N420B8A1512EN

Abstracts

Euromonitor's data on tobacco in Brazil point to sales posting a positive trajectory over the last few years. The positive prospects for this industry may also be seen as a positive factor driving sales of NRT smoking cessation aids in the country, as the latter category depends on smokers to continue selling its products. On average, smoking prevalence among the adult Brazilian population is 12% in 2018, resulting in more than 18 million people smoking.

Euromonitor International's NRT Smoking Cessation Aids in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, allowing you to identify the sectors driving growth. Forecasts to 2023 illustrate how the market is set to change.

Product coverage: OTC.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the NRT Smoking Cessation Aids market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

HEADLINES

PROSPECTS

Positive prospects for tobacco sales should favour NRT smoking cessation aids

COMPETITIVE LANDSCAPE

Johnson & Johnson and Perrigo dominate sales in Brazil

CATEGORY INDICATORS

Table 1 Number of Smokers by Gender 2014-2019

CATEGORY DATA

Table 2 Sales of NRT Smoking Cessation Aids by Category: Value 2014-2019

Table 3 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2014-2019

Table 4 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2015-2019

Table 5 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2016-2019

Table 6 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024

Table 7 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024

EXECUTIVE SUMMARY

Consumer health sales continue to grow strongly in 2019

Positive performance despite the lack of innovation

Leading companies reinforce their position, but competition affects the competitive landscape

Parapharmacies/Drugstores continues to dominate sales, but internet retailing grows stronger

Future growth to remain positive

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2014-2019

Table 9 Life Expectancy at Birth 2014-2019

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2014-2019

Table 11 Sales of Consumer Health by Category: % Value Growth 2014-2019

Table 12 NBO Company Shares of Consumer Health: % Value 2015-2019

Table 13 LBN Brand Shares of Consumer Health: % Value 2016-2019

Table 14 Distribution of Consumer Health by Format: % Value 2014-2019

Table 15 Distribution of Consumer Health by Format and Category: % Value 2019

Table 16 Forecast Sales of Consumer Health by Category: Value 2019-2024

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2019-2024

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventative medicine

Switches

DEFINITIONS

SOURCES

Summary 1 Research Sources

I would like to order

Product name: NRT Smoking Cessation Aids in Brazil

Product link: <https://marketpublishers.com/r/N420B8A1512EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N420B8A1512EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970