

# **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.



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