

NRT Smoking Cessation Aids in Egypt

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The anti-smoking initiatives currently being undertaken by the Egyptian ministry of health include stricter warnings on cigarettes pack have had little effect in terms of curbing the country's high smoking prevalence, while public anti-smoking campaigns have not had a noticeable effect on the attitudes of the Egyptian population towards smoking. For this reason, NRT smoking cessation aids decreased by 5% in current value terms in 2015, a significantly worse performance than the 4% current value...

Euromonitor International's NRT Smoking Cessation Aids in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: NRT Gum, NRT Inhalators, NRT Lozenges, NRT Patches, Other NRT.

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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Strong Reputations and Wide Availability of Some Products and Self-medication Culture Support Growth in OTC

Billboards and Television Advertisements Remain the Leading Promotional Avenues

Consumers Remain Loyal To OTC Products With Strong Reputations

Chemists/pharmacies Continues To Lose Share

Forecast Period Growth Depends on Economic Conditions and Unit Price Movements

Key Trends and Developments

Consumer Buying Behaviour Is Changing With the Economic Conditions

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Sheer Diversity of OTC Drugs Underlines the Importance of the Role of the Pharmacist

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