

NRT Smoking Cessation Aids - Thailand

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There was a marked decline in the number of smokers in 2009 over the previous year, with the percentage of both male and female smokers declining as a percentage of the total population. The percentage of female smokers as part of the population aged 15-years-old and over dropped from 4% in 2008 to 3% in 2009, while among men the share dropped more gradually by a third of a percentage point to 45%. This resulted in a large number of Thais seeking to stop smoking, with this trend creating strong...

Euromonitor International's NRT Smoking Cessation Aids Products in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 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 Consumer Health industry;
- 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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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