



**Euromonitor
International**

NRT Smoking Cessation Aids in Switzerland

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Table of Contents

NRT Smoking Cessation Aids in Switzerland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

NRT smoking cessation aids face strong competition
Concentrated landscape led by JNTL Consumer Health II (Switzerland)
Pharmacies are primary distribution channel

PROSPECTS AND OPPORTUNITIES

Anti-smoking culture to support future growth
Low levels of innovation are anticipated
Healthier lifestyles are adopted by consumers

CATEGORY INDICATORS

Table 1 - Number of Smokers by Gender 2020-2025

CATEGORY DATA

Table 2 - Sales of NRT Smoking Cessation Aids by Category: Value 2020-2025
Table 3 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2020-2025
Table 4 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2021-2025
Table 5 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2022-2025
Table 6 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2025-2030
Table 7 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2025-2030

Consumer Health in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for Consumer Health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
Table 9 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2020-2025
Table 11 - Sales of Consumer Health by Category: % Value Growth 2020-2025
Table 12 - NBO Company Shares of Consumer Health: % Value 2021-2025
Table 13 - LBN Brand Shares of Consumer Health: % Value 2022-2025
Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
Table 15 - Distribution of Consumer Health by Format: % Value 2020-2025
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2025
Table 17 - Forecast Sales of Consumer Health by Category: Value 2025-2030
Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

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