

NRT Smoking Cessation Aids in the United Arab Emirates

September 2023

Table of Contents

NRT Smoking Cessation Aids in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Government initiatives promote smoking cessation
Nicotinell continues to dominate due to wide availability in pharmacies
NRT smoking cessation aids is highly consolidated

PROSPECTS AND OPPORTUNITIES

Smoking cessation clinics available across the United Arab Emirates, limiting growth
Pharmacies will continue to lead, but e-commerce is growing
NRT gum expected to remain the most popular format

CATEGORY INDICATORS

Table 1 - Number of Smokers by Gender 2018-2023

CATEGORY DATA

Table 2 - Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023
Table 3 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023
Table 4 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023
Table 5 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023
Table 6 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028
Table 7 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

Consumer Health in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2018-2023
Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

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

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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