



NRT Smoking Cessation Aids in Denmark

October 2025

[Table of Contents](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Drop in smoking prevalence reducing the potential audience for NRT smoking cessation aids
- Duopoly persists with limited scope for new entrants
- Consumers continue to shift online in search of value and convenience

PROSPECTS AND OPPORTUNITIES

- Drop in smoking prevalence likely to limit growth opportunities
- Alternative options present further obstacles to growth
- Distribution landscape set to continue evolving

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 Denmark - 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
- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches
- Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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