



**Euromonitor  
International**

# NRT Smoking Cessation Aids in Greece

October 2025

Table of Contents

## NRT Smoking Cessation Aids in Greece - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Limited uptake continues to restrict growth in NRT smoking cessation aids in 2025

Johnson & Johnson maintains its leadership offering the sold brand in NRT smoking cessation

#### PROSPECTS AND OPPORTUNITIES

Value sales of are expected to grow despite competition from herbal alternatives in Greece

Limited innovation and continued pharmacy exclusivity in NRT smoking cessation aids distribution

Health awareness spurs quitting attempts but limits adoption of NRT smoking cessation aids in Greece

#### 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 Greece - 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

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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