



# NRT Smoking Cessation Aids in Italy

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

In a shrinking NRT smoking cessation aids market, sprays are seen as an innovation opportunity to limit decline  
Affordable prescription alternatives drive shift in smoking cessation behaviour, putting additional pressure on NRT products  
New tobacco alternatives increasingly gaining traction amongst consumers, posing a further threat to NRT smoking cessation aids

PROSPECTS AND OPPORTUNITIES

Potential restrictions on e-cigarettes and heated tobacco could open the door for NRT smoking cessation aids rebound  
Economic downturn weakens NRT smoking cessation aids as consumers prioritise essential spending and explore alternative smoking cessation approaches  
Newly approved nicotine pouches threaten Italian NRT smoking cessation aids category with lower prices, new flavours, and appeal to younger smokers

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