



**Euromonitor
International**

NRT Smoking Cessation Aids in Belgium

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Government measures countering tobacco alternatives boost NRT smoking cessation aids
- Government price hikes on tobacco products drive smokers towards NRT smoking cessation aids
- Janssen-Cilag leads and drives innovation through Nicorette

PROSPECTS AND OPPORTUNITIES

- Government initiatives expected to have a mixed impact on the category
- Accessibility limits and reimbursements create challenges
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DISCLAIMER

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