



NRT Smoking Cessation Aids in Slovakia

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for NRT smoking cessation aids continues to grow, despite minimal financial support for such items
NRT lozenges benefit from increasing visibility and marketing support
Shift towards vaping poses significant competition

PROSPECTS AND OPPORTUNITIES

Greater commitment to advertising to sustain further growth, although rising competition from smoking alternatives could limit expansion potential
Electronic cigarettes and nicotine pouches are to be taxed from 2025
Potential deregulation of distribution and government reimbursement could boost future demand

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