



NRT Smoking Cessation Aids in Argentina

September 2024

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NRT Smoking Cessation Aids in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

- NRT smoking cessation aids supported by desire to quit smoking
- NRT patches reap benefit of stronger Argentinian Peso
- GlaxoSmithKline Argentina leadership position aligns with strong advertising budget

PROSPECTS AND OPPORTUNITIES

- Strong growth potential due to health concerns and tighter regulations on smoking
- Wide availability of cheap cigarettes could thwart government efforts to reduce tobacco consumption
- New players and innovation may stimulate further growth

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