



NRT Smoking Cessation Aids in New Zealand

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

While volume sales fall, inflationary pressures drive up unit prices
NRT gum and NRT patches remain the most popular offerings
Dominance of Johnson & Johnson and Dr Reddy's continues

PROSPECTS AND OPPORTUNITIES

Sluggish performance expected, due to falling target market and lack of innovation
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