

NRT Smoking Cessation Aids in Austria

November 2024

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NRT Smoking Cessation Aids in Austria - Category analysis

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2024 DEVELOPMENTS

The low level of adults choosing to guit smoking limits growth

NRT gum remains the strongest growth performer in 2024

Johnson & Johnson leads the landscape, limiting room for new brands to enter

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Stop smoking programs challenge growth for NRT smoking cessation aids Lack of new product developments limits sales for NRT smoking cessation aids NRT lozenges could benefit from new flavour options

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