



Euromonitor  
International

# NRT Smoking Cessation Aids in Australia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Australia sees fewer daily smokers and higher proportion of those who have never smoked over review period
- Vaping law reform takes shape in 2024 as e-cigarette sales become highly regulated
- Therapeutic Nicotine Vaping Products (NVPs) to be sold by pharmacies under a doctor or nurse practitioner prescription model

PROSPECTS AND OPPORTUNITIES

- Influencer-led campaign aims to counter misinformation that promotes vaping on social media platforms
- Smokers in Australia increasingly quit as cost-of-living pressures bite into household budgets
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