



# NRT Smoking Cessation Aids in Ukraine

October 2024

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## NRT Smoking Cessation Aids in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sales on the slow path to recovery as more smokers quit  
Consumers increasingly turning to alternative methods of quitting  
Nicorette holds a monopoly in NRT smoking cessation aids

#### PROSPECTS AND OPPORTUNITIES

The growth and development of the category will likely remain linked to Russia's ongoing war in the country  
More variety could be key in rejuvenating the fortunes of NRT smoking cessation aids  
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