



NRT Smoking Cessation Aids in India

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising consumer intent to quit smoking drives growth in NRT smoking cessation aids
Diverse formats empower smokers with tailored cessation solutions, but gum dominates
Nicotex leads with a diverse product range and wide accessibility

PROSPECTS AND OPPORTUNITIES

Integration of behavioural therapy with NRT smoking cessation aids set to be a key driver of growth
Affordability challenges expected to limit growth in the forecast period
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