



# NRT Smoking Cessation Aids in New Zealand

September 2024

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## NRT Smoking Cessation Aids in New Zealand - Category analysis

### KEY DATA FINDINGS

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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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