



Euromonitor
International

NRT Smoking Cessation Aids in Australia

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NRT Smoking Cessation Aids in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Awareness of the negative impacts of smoking help fuel growth of NRT smoking cessation aids

NRT gum and NRT patches are the key categories

Lack of competition, with Nicorette headlining growth

PROSPECTS AND OPPORTUNITIES

Australia ramps up its anti-smoking campaign through higher tax rates

Younger consumers less likely to start smoking, but vaping is a concern for the youth population

NRT smoking cessation aids likely to remain static, with limited new developments

CATEGORY INDICATORS

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CATEGORY DATA

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