



# NRT Smoking Cessation Aids in Turkey

October 2023

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## NRT Smoking Cessation Aids in Turkey - Category analysis

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#### 2023 DEVELOPMENTS

Electronic cigarettes hinder the growth potential of NRT smoking cessation aids

NRT gum benefits from convenience and oral replacement advantages

Multinationals leverage reputation for quality and effectiveness to dominate

#### PROSPECTS AND OPPORTUNITIES

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Healthier lifestyle trend to increase the numbers of smokers using NRT smoking cessation aids

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