

# NRT Smoking Cessation Aids in the US

September 2024

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# NRT Smoking Cessation Aids in the US - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Patch format continues to witness a stagnant performance Haleon's international divestments hint at uncertain trajectory for the domestic landscape More direct-to-consumer brands on the horizon

#### PROSPECTS AND OPPORTUNITIES

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