

NRT Smoking Cessation Aids in Switzerland

November 2023

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NRT Smoking Cessation Aids in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

NRT smoking cessation sales gain ground
NRT gum and patches outperform other categories
Janssen-Cilag AG maintains category leadership

PROSPECTS AND OPPORTUNITIES

Steady and slow progress ahead for NRT smoking cessation aids
Innovation expected in flavours and packaging, to compete with the rising trends for vaping and heated tobacco
Sustainability concerns and advertising will encourage smoking cessation

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