

NRT Smoking Cessation Aids in Denmark

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume and current value growth in 2023 for NRT smoking cessation aids

Competitive landscape remains stable, dominated by Nicorette and Nicotinell

E-commerce is now a significant channel, challenging pharmacies

PROSPECTS AND OPPORTUNITIES

Potential consumer base continues to contract, dampening opportunities for growth

Negative reputation of vaping products will continue to benefit NRT smoking cessation aids

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