

NRT Smoking Cessation Aids in Spain

September 2023

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NRT Smoking Cessation Aids in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shrinking consumer base of smokers hinders stronger demand for category

Growing competition from RX/reimbursed options

Lack of innovation in consolidated competitive landscape

PROSPECTS AND OPPORTUNITIES

Outlook remains bleak for NRT smoking cessation aids due to healthier lifestyles and government support

Competition from e-vapour products

Products containing herbal/traditional ingredients will proliferate

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