

NRT Smoking Cessation Aids in France

September 2023

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NRT Smoking Cessation Aids in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for NRT smoking cessation aids marginally improves
Tech-driven innovation boosts category growth in 2023
Marketing strategies remain essential to promote stronger growth

PROSPECTS AND OPPORTUNITIES

Declining demand for NRT smoking cessation aids due to lack of trust in their efficacy
Rising concerns over vaping among younger adults encourages government prevention strategies to reduce smoking in France
Pharmacists will be able to prescribe nicotine substitutes, including e-cigarettes, thereby offering greater competition

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