

NRT Smoking Cessation Aids in Hungary

October 2023

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NRT Smoking Cessation Aids in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Long-term trend of declining volume sales persists
Health concerns and economic factors help to buoy demand
Omega Pharma and Johnson & Johnson maintain near-duopoly

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Declining smoking prevalence will continue to depress demand
Rising cost and concerns about health effects should temper threat from vaping
Competitive landscape set to remain highly concentrated

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