

# NRT Smoking Cessation Aids in Austria

October 2023

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## NRT Smoking Cessation Aids in Austria - Category analysis

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#### 2023 DEVELOPMENTS

Large numbers of smokers still looking to quit  
NRT gum remains the most popular choice and the top performer  
Limited distribution reach remains an obstacle to growth

#### PROSPECTS AND OPPORTUNITIES

NRT smoking cessation aids looks set to benefit from the large number of smokers who are still looking to quit  
Little change expected in the competitive landscape due to dominance of existing players  
NRT lozenges could benefit from new flavour options

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