

NRT Smoking Cessation Aids in India

November 2023

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NRT Smoking Cessation Aids in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing health awareness dictates the growth of the category Cipla remains the dominant player thanks to its trusted name and wide resources Restricted OTC nicotine dosage limits consumer reach

PROSPECTS AND OPPORTUNITIES

Category to benefit from increasing taxes on cigarettes in India Wide distribution of NRT smoking cessation aids set to drive growth Alternatives to help quit smoking might act as competition to the category

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