

NRT Smoking Cessation Aids in Canada

September 2023

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NRT Smoking Cessation Aids in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising health awareness and smoking cessation support boost the category Sesh Products taps into smoking cessation needs of smokers and vapers New warning regulations to increase the pressure to quit smoking

PROSPECTS AND OPPORTUNITIES

The difficulty of quitting the habit offers growth opportunities for NRT smoking cessation aids Use of technology to develop in the category Online offer of NRT smoking cessation aids is set to continue to grow in the forecast period

CATEGORY INDICATORS

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