

# NRT Smoking Cessation Aids in Italy

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Smoking prevalence rises curbing the growth of NRT smoking cessation aids  
Competition from heated tobacco products and e-cigarettes continues to curb growth  
NRT gum remains the most popular format but NRT spray freshens up the market

PROSPECTS AND OPPORTUNITIES

Growth will continue to be curbed by the competition from heated tobacco products  
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