



NRT Smoking Cessation Aids in Brazil

December 2025

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NRT Smoking Cessation Aids in Brazil - Category analysis

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Vaping population boosts demand for smoking cessation aids

Heavily concentrated landscape amongst few players

Retail e-commerce shows significant growth

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Positive growth outlook as consumers' health comes first

Emerging technologies could boost category sales

Brazil's national program against tobacco and global guidelines could influence public provisions

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