

# NRT Smoking Cessation Aids in Australia

September 2023

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## NRT Smoking Cessation Aids in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Awareness of the negative impacts of smoking help fuel growth of NRT smoking cessation aids

NRT gum and NRT patches are the key categories

Lack of competition, with Nicorette headlining growth

#### PROSPECTS AND OPPORTUNITIES

Australia ramps up its anti-smoking campaign through higher tax rates

Younger consumers less likely to start smoking, but vaping is a concern for the youth population

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