

NRT Smoking Cessation Aids in the Czech Republic

September 2023

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NRT Smoking Cessation Aids in the Czech Republic - Category analysis

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2023 DEVELOPMENTS

Rising cost of smoking drives the demand for NRT smoking cessation aids, but alternatives dampen growth potential

Marketing activities and stronger visibility influence category's performance

Highly consolidated competitive landscape acts as an entry barrier

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Smoking alternatives threaten sales of NRT products

NRT patches to continue to lag behind

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