

NRT Smoking Cessation Aids in Germany

December 2023

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NRT Smoking Cessation Aids in Germany - Category analysis

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2023 DEVELOPMENTS

Modest positive current value growth thanks to price increases
Johnson & Johnson introduces “smart” Nicorette spray
The non-smoking alliance is campaigning for smoking cessation

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Growth is likely to be curbed by e-cigarettes and heated tobacco products
E-commerce likely to gain ground

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