

NRT Smoking Cessation Aids in Portugal

September 2023

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NRT Smoking Cessation Aids in Portugal - Category analysis

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2023 DEVELOPMENTS

Health and wellness trend combined with inflation encourages Portuguese consumers to quit smoking

Dextazin still catching the attention of consumers with its bold claims

NRT patches losing sales to NRT lozenges

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Sales should benefit from the decision to reinforce Portugal's smoking laws

Younger generations could present a potential new target audience

Pharmacies will continue to dominate distribution

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