

NRT Smoking Cessation Aids in Italy

September 2023

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NRT Smoking Cessation Aids in Italy - Category analysis

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2023 DEVELOPMENTS

Smoking prevalence rises curbing the growth of NRT smoking cessation aids
Competition from heated tobacco products and e-cigarettes continues to curb growth
NRT gum remains the most popular format but NRT spray freshens up the market

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Growth will continue to be curbed by the competition from heated tobacco products
New flavours and formats could bring renewed energy to NRT smoking cessation aids
Government focusing on reducing smoking prevalence

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