

NRT Smoking Cessation Aids in Belgium

September 2023

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NRT Smoking Cessation Aids in Belgium - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ban on nicotine pouches in 2023 and the withdrawal of Champix big positives for sales of NRT smoking cessation aids

Increase in tobacco prices supports growth

Despite limited innovation, Nicorette secures the lion's share

PROSPECTS AND OPPORTUNITIES

New taxes on tobacco and subsequent price increases could boost sales, but access to illicit tobacco remains a threat

E-vapour products will remain a serious competitor but new legislation could swing things in favour of NRT smoking cessation aids

Potential deregulation and better reimbursement could influence demand

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