

# NRT Smoking Cessation Aids in Argentina

September 2023

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## NRT Smoking Cessation Aids in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Reluctance of Argentinian men to quit smoking limits growth of NRT smoking cessation aids

NRT gum continues to drive sales, due to its affordability

GlaxoSmithKline Argentina maintains its dominant position

#### PROSPECTS AND OPPORTUNITIES

Government efforts to raise public awareness of health risks of tobacco will ensure continued growth for NRT smoking cessation aids

Wide availability of cheap cigarettes could thwart government efforts to reduce tobacco consumption

Entry of new players within NRT smoking cessation aids could stimulate further growth in coming years

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