

# NRT Smoking Cessation Aids in South Africa

October 2023

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## NRT Smoking Cessation Aids in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

NRT smoking cessation aids is a small category driven mainly by high income demographics

The category suffers from limited brand visibility

Johnson & Johnson maintains its leading position

#### PROSPECTS AND OPPORTUNITIES

Smoking alternatives, such as e-cigarettes, are available for consumers, while vaping in particular sees considerable growth in popularity

Various smoking strategies curb smoking in South Africa

Lack of product accessibility dampens consumer awareness and hampers future sales

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