

NRT Smoking Cessation Aids in Sweden

October 2023

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NRT Smoking Cessation Aids in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low smoking prevalence means a small consumer base Enduring popularity of snus hinders NTS smoking cessation aid sales Competitive landscape remains highly consolidated

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Bleak outlook for NNT smoking cessation aids No significant change to competitive landscape Pharmacies will remain leading channel

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