

# NRT Smoking Cessation Aids in the US

September 2023

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## NRT Smoking Cessation Aids in the US - Category analysis

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#### 2023 DEVELOPMENTS

Patch format lags behind in winning consumer interest  
Generational differences in smoking cessation habits  
Private label NRT smoking cessation aids return to growth

#### PROSPECTS AND OPPORTUNITIES

Drivers of innovation likely to include product format and digitalisation  
Oral NRT smoking cessation aids and nicotine-free products expected to increase in popularity as e-cigarettes lose edge as a tobacco alternative  
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