

# NRT Smoking Cessation Aids in Switzerland

November 2023

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## NRT Smoking Cessation Aids in Switzerland - Category analysis

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#### 2023 DEVELOPMENTS

NRT smoking cessation sales gain ground  
NRT gum and patches outperform other categories  
Janssen-Cilag AG maintains category leadership

#### PROSPECTS AND OPPORTUNITIES

Steady and slow progress ahead for NRT smoking cessation aids  
Innovation expected in flavours and packaging, to compete with the rising trends for vaping and heated tobacco  
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