



NRT Smoking Cessation Aids in Brazil

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NRT Smoking Cessation Aids in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

NRT smoking cessation aids sees a weak performance as high prices continue to discourage consumption

NiQuitin and Nicorette dominate despite a lack of innovation

Gradual reduction in consumption is the main strategy adopted by Brazilians who want to quit smoking

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