

# NRT Smoking Cessation Aids in New Zealand

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## Abstracts

Demand for NRT smoking cessation aids remained strong in New Zealand in 2023, amidst a consistent decline in the prevalence of smoking in the country. According to Euromonitor data, an estimated 12% of adults in New Zealand smoked on a daily basis in 2023, down from almost 16% at the beginning of the review period. Moreover, there was an across-the-board reduction in smoking rates across the population, regardless of age or ethnicity. With so many individuals attempting to quit smoking, a signif...

Euromonitor International's NRT Smoking Cessation Aids in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: NRT Gum, NRT Inhalators, NRT Lozenges, NRT Patches, Other NRT.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the NRT Smoking Cessation Aids market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

October 2023

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