



NRT Smoking Cessation Aids in France

October 2025

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NRT Smoking Cessation Aids in France - Category analysis

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2025 DEVELOPMENTS

Sales of NRT smoking cessations aids increase as more smokers look to quit

Competition remains focused around three companies

Pharmacies retain control over sales of NRT smoking cessation aids

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Bleak outlook for the category despite increasing efforts to curb smoking prevalence

Digital and technological solutions could help players reach a younger audience

Natural alternatives unlikely to make inroads

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