



Euromonitor
International

NRT Smoking Cessation Aids in Norway

September 2025

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NRT Smoking Cessation Aids in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

NRT smoking cessation aids faces slower growth as the smoking rate falls and snus gains ground

Brand loyalty and regulatory barriers sustain a duopoly in NRT smoking cessation aids

Retail e-commerce gains ground while pharmacies remain dominant

PROSPECTS AND OPPORTUNITIES

NRT smoking cessation aids is set to maintain modest growth as smoking rates decline and younger users seek alternatives

Digital tools support cessation journeys however product innovation is expected to remain minimal

Strict regulation is expected to limit the evolution of NRT smoking cessation aids

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