



Euromonitor
International

NRT Smoking Cessation Aids in South Africa

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NRT Smoking Cessation Aids in South Africa - Category analysis

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2025 DEVELOPMENTS

NRT smoking cessation aids remains a small and underdeveloped category

Nicorette continues to shape the category

Limited appeal limits brand visibility and distribution scope

PROSPECTS AND OPPORTUNITIES

High prices, limited visibility and alternatives to provide significant challenges

Lack of visibility and accessibility to limit overall reach

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