



Euromonitor  
International

# NRT Smoking Cessation Aids in Ireland

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## NRT Smoking Cessation Aids in Ireland - Category analysis

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#### 2025 DEVELOPMENTS

Decline in smoking prevalence continues to benefit NRT in 2025

Nicorette brands continue to lead NRT sales in Ireland

Pharmacies remains the dominant distribution channel

#### PROSPECTS AND OPPORTUNITIES

Growth expected to continue as Ireland aims to be “tobacco-free”

Monitoring of habits and on-the-go support will boost NRT effectiveness and support category growth

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