



NRT Smoking Cessation Aids in Australia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Demand remains strong as Australia pushes towards a smoke-free future
- Competition sees a shake up as Haleon divests its global NRT portfolio
- Pharmacies benefit from a major overhaul of Australia’s vaping laws

PROSPECTS AND OPPORTUNITIES

- Ease of access to NRT smoking cessation aids likely to ensure steady demand
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DISCLAIMER

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