



Euromonitor
International

NRT Smoking Cessation Aids in Saudi Arabia

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NRT Smoking Cessation Aids in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales fall sharply in 2025

GSK maintains overall leaderships amid competitive shifts

Pharmacies retains dominance while e-commerce emerges as key channel for NRT smoking cessation aids

PROSPECTS AND OPPORTUNITIES

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Digital platforms and technological innovations to enhance access and efficacy of NRT products

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