



Euromonitor
International

NRT Smoking Cessation Aids in Belgium

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NRT Smoking Cessation Aids in Belgium - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Regulatory shifts drive renewed growth in NRT smoking cessation aids
A concentrated competitive landscape in NRT smoking cessation aids is led by Nicorette
Pharmacies remain the sole access point for NRT smoking cessation aids in Belgium

PROSPECTS AND OPPORTUNITIES

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Digital innovation is set to be a driver of growth and consumer engagement
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