



Euromonitor
International

NRT Smoking Cessation Aids in New Zealand

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Rising public health awareness and tobacco control measures drive sales amid shifting consumption trends
- International players retain leadership and drive competitive dynamics
- Pharmacies dominates distribution in 2025 thanks to regulatory status, brand equity and affordability of subsidised access

PROSPECTS AND OPPORTUNITIES

- Shifting policy and competition from alternative formats likely to reshape outlook for NRT smoking cessation aids over the forecast period
- New Zealand moves to sustainably tackle digital waste by banning the manufacture, sale, supply and distribution of single-use vape technology
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CATEGORY INDICATORS

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Consumer Health in New Zealand - Industry Overview

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DISCLAIMER

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