



NRT Smoking Cessation Aids in Ireland

October 2025

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NRT Smoking Cessation Aids in Ireland - Category analysis

KEY DATA FINDINGS

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

NRT will benefit from alignment with lifestyle trends

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