



**Euromonitor
International**

NRT Smoking Cessation Aids in Hungary

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NRT Smoking Cessation Aids in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising health awareness and high cigarette prices support steady growth in NRT smoking cessation aids

Omega pharma leads a concentrated NRT smoking cessation aids market with dynamic growth

Retail e-commerce gains ground as pharmacies maintains its lead

PROSPECTS AND OPPORTUNITIES

Modest growth is expected for NRT smoking cessation aids amid rising competition

Digital tools to support smoking cessation through monitoring and real-time support

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