



NRT Smoking Cessation Aids in Ukraine

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales on the slow path to recovery as more smokers quit
Consumers increasingly turning to alternative methods of quitting
Nicorette holds a monopoly in NRT smoking cessation aids

PROSPECTS AND OPPORTUNITIES

The growth and development of the category will likely remain linked to Russia's ongoing war in the country
More variety could be key in rejuvenating the fortunes of NRT smoking cessation aids
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