



# NRT Smoking Cessation Aids in India

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## NRT Smoking Cessation Aids in India - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health-driven behavioural shifts drive stronger uptake of NRT in urban India

Competition expands beyond the incumbents as sustainability favours large pharma players

Pharmacies continue to anchor NRT sales, while retail e-commerce expands discovery

#### PROSPECTS AND OPPORTUNITIES

Urban lifestyle constraints are forecast to shift NRT from pure cessation to everyday smoking management

Tax increases on cigarettes in 2025 is expected to reinforce demand momentum for NRT products

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