



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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