

## **NRT Smoking Cessation Aids in Argentina**

Market Direction | 2023-09-21 | 20 pages | Euromonitor

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### **Report description:**

The proportion of the Argentinian population claiming to smoke declined in 2023, continuing the trend of previous years of the review period. This was driven mainly by a decline in smoking amongst women, with prevalence amongst men decreasing at a much slower pace. Cigarettes are accessible for even for lower-income consumers, and as a result, NRT smoking cessation products, while registering further expansion in retail volume terms, saw slower growth than might have been expected during the cur...

Euromonitor International's NRT Smoking Cessation Aids in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: NRT Gum, NRT Inhalators, NRT Lozenges, NRT Patches, Other NRT.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the NRT Smoking Cessation Aids market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
September 2023

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Reluctance of Argentinian men to quit smoking limits growth of NRT smoking cessation aids

NRT gum continues to drive sales, due to its affordability

GlaxoSmithKline Argentina maintains its dominant position

#### PROSPECTS AND OPPORTUNITIES

Government efforts to raise public awareness of health risks of tobacco will ensure continued growth for NRT smoking cessation aids

Wide availability of cheap cigarettes could thwart government efforts to reduce tobacco consumption

Entry of new players within NRT smoking cessation aids could stimulate further growth in coming years

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