



# NRT Smoking Cessation Aids in Poland

September 2023

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## NRT Smoking Cessation Aids in Poland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Incidence of smoking in Poland remains high, especially amongst men

E-cigarettes offer an alternative to NRT solutions

NRT gums are the preferred choice for quitting smoking

#### PROSPECTS AND OPPORTUNITIES

More optimistic outlook expected

Government efforts, including excise tax hikes, could support smoking cessation moving forward

NRT chewing gums set to remain popular, thanks to choice of flavours and breath-freshening attributes

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