

NRT Smoking Cessation Aids in Taiwan

Market Direction | 2023-10-30 | 23 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In keeping with the negative trajectory observed throughout the review period, NRT smoking cessation aids is set to contract in volume and current value terms in 2023. Demand continues to be undermined by the fact that the rate of smoking prevalence among the Taiwanese population and the total number of smokers in the country have been falling steadily for several years due to a combination of rising health-consciousness and increasingly stringent tobacco control policies. The latter include an...

Euromonitor International's NRT Smoking Cessation Aids in Taiwan 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

NRT SMOKING CESSATION AIDS IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Overall demand continues to fall in line with long-term decline in smoking prevalence

State-subsidised alternatives inhibit use of NRT smoking cessation aids

GSK Consumer Healthcare and Johnson & Johnson still the clear leaders

PROSPECTS AND OPPORTUNITIES

Outlook for NRT smoking cessation aids remains negative

Personalised quitting plans and mobile apps will remain key marketing tools

Competitive landscape likely to remain highly consolidated

CATEGORY INDICATORS

Table 1 Number of Smokers by Gender 2018-2023

CATEGORY DATA

Table 2 Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 3 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 5 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 6 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028

Table 7 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN TAIWAN

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2018-2023

Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format: % Value 2018-2023

Table 16 Distribution of Consumer Health by Format and Category: % Value 2023

Table 17 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

NRT Smoking Cessation Aids in Taiwan

Market Direction | 2023-10-30 | 23 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com