

NRT Smoking Cessation Aids in Taiwan

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

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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.

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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

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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

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