

## **NRT Smoking Cessation Aids in Hong Kong, China**

Market Direction | 2024-09-18 | 25 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

The penetration of NRT smoking cessation aids in Hong Kong remains low. Smoking prevalence among adults continues to fall, with the share of male smokers falling to 16.8% (down one percentage point from 2023) and the share of female smokers falling to 3% (from 3.2% the previous year), resulting in an average of 9.1%. Recognising the need to further curb smoking prevalence, Hong Kong's government has set a target of lowering the smoking rate to 7.8% by 2025 as part of its "Towards 2025: Strategy...

Euromonitor International's NRT Smoking Cessation Aids in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

NRT SMOKING CESSATION AIDS IN HONG KONG, CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Government-led initiatives contribute to smoking overall decline?
- Dominance of two global brands within NRT smoking cessation aids
- Primary distribution channels unlikely to change

PROSPECTS AND OPPORTUNITIES

- Government taxation increases set to dampen future demand
- Category leaders unlikely to shift as demand declines

CATEGORY INDICATORS

Table 1 Number of Smokers by Gender 2019-2024

CATEGORY DATA

- Table 2 Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024
- Table 3 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024
- Table 4 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024
- Table 5 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024
- Table 6 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029
- Table 7 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN HONG KONG, CHINA

EXECUTIVE SUMMARY

- Consumer health in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for consumer health?

MARKET INDICATORS

- Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 9 Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2019-2024
- Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 16 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 17 □Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 18 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## NRT Smoking Cessation Aids in Hong Kong, China

Market Direction | 2024-09-18 | 25 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-17"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com