

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

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

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**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.

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