

# NRT Smoking Cessation Aids in Japan

October 2023

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## NRT Smoking Cessation Aids in Japan - Category analysis

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Smoking prevalence in decline as restrictions tighten up  
Competition from heated tobacco intensifies as leading players drop their prices  
Growing range of alternative smoking cessation services and products a barrier to growth

#### PROSPECTS AND OPPORTUNITIES

More smokers likely to quit in response to further tax hikes  
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