

NRT Smoking Cessation Aids in Hong Kong, China

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NRT Smoking Cessation Aids in Hong Kong, China - Category analysis

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2023 DEVELOPMENTS

Decline in smokers slows category growth in 2023
Offline retail remains key distribution channel for impulse purchases
NRT patches maintains its leading position in terms of growth in 2023

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Sluggish outlook thanks to persistently declining smoking population
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Dominance of large pharmaceutical companies set to continue

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