

NRT Smoking Cessation Aids in Taiwan

October 2023

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NRT Smoking Cessation Aids in Taiwan - Category analysis

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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

PROSPECTS AND OPPORTUNITIES

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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