

NRT Smoking Cessation Aids in Japan

September 2024

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NRT Smoking Cessation Aids in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow and steady decline is maintained in 2024 Switch to heated tobacco impacts NRT smoking cessation aids Corporate incentives to guit smoking

PROSPECTS AND OPPORTUNITIES

Prospect of tobacco tax increase could provide a short-term boost Municipal actions to limit smoking may impact sales Diversification from cigarettes creates a mixed picture

CATEGORY INDICATORS

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DISCLAIMER

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