

NRT Smoking Cessation Aids in Hong Kong, China

September 2024

Table of Contents

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Government-led initiatives contribute to smoking overall decline Dominance of two global brands within NRT smoking cessation aids Primary distribution channels unlikely to change

PROSPECTS AND OPPORTUNITIES

Government taxation increases set to dampen future demand Category leaders unlikely to shift as demand declines

CATEGORY INDICATORS

Table 1 - Number of Smokers by Gender 2019-2024

CATEGORY DATA

Table 2 - Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024Table 3 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024Table 4 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024Table 5 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024Table 6 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029Table 7 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

Consumer Health in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024Table 9 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2019-2024
- Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 16 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 17 Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nrt-smoking-cessation-aids-in-hong-kongchina/report.