



# NRT Smoking Cessation Aids in Singapore

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Public education and awareness campaigns encourage more people to quit smoking
- Rise in vaping challenges effectiveness of NRT smoking cessation aids in Singapore
- Large pharmaceutical companies maintain their leading positions

PROSPECTS AND OPPORTUNITIES

- Desire to reduce cigarette consumption will drive demand
- Regional approach will be needed to tackle cigarette alternatives
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DISCLAIMER

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