



Euromonitor
International

NRT Smoking Cessation Aids in Taiwan

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shrinking demand aligns with low smoking prevalence in Taiwan
- NRT gum and patches remain the most popular solutions
- GSK Consumer Healthcare and Johnson& Johnson will continues to dominate the competitive landscape

PROSPECTS AND OPPORTUNITIES

- Rise in smoking prevalence amongst young women could impact demand for smoking cessation aids
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DISCLAIMER

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