



Euromonitor  
International

# NRT Smoking Cessation Aids in Malaysia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Legislative changes support growth in NRT smoking cessation aids
- Market leader Nicorette launches new NRT smoking cessation aid in spray format
- Government interventions aim to combat nicotine smoking amongst young people

PROSPECTS AND OPPORTUNITIES

- NRT smoking cessation aids could face challenges due to high cost of living, despite improving availability, including via online channels
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