



NRT Smoking Cessation Aids in Malaysia

October 2023

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NRT Smoking Cessation Aids in Malaysia - Category analysis

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2023 DEVELOPMENTS

Delay in tabling of smoking ban bill boosts growth for NRT smoking cessation aids

Sales of NRT smoking cessation aids remain largely confined to pharmacies although legislative changes will lead to wider distribution

Competitive landscape remains highly consolidated

PROSPECTS AND OPPORTUNITIES

Demand could potentially spike in the event of approval obtained for the Control of Smoking Products for Public Health Bill 2023

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