



NRT Smoking Cessation Aids in the Philippines

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Focus on health and wellbeing paves the way for more consumers to quit smoking, with expats driving development
Growth of NRT smoking cessation aids is being impacted by increasing number of “less risky” nicotine alternatives
Growth of illicit whites has potential to thwart public health efforts

PROSPECTS AND OPPORTUNITIES

Rising tobacco taxes represent opportunity for growth
NRT Aids will compete with heated tobacco products, although government crackdown on illegal vapes may boost demand
Nicorette will spearhead the expansion of product offerings

CATEGORY INDICATORS

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CATEGORY DATA

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Consumer Health in the Philippines - Industry Overview

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