

NRT Smoking Cessation Aids in Thailand

January 2024

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NRT Smoking Cessation Aids in Thailand - Category analysis

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2023 DEVELOPMENTS

Continuous promotion of smoking cessation ensures healthy demand

Rising popularity of e-cigarettes amongst Gen Z consumers impacts demand for NRT products

Physical stores remain the key channel for NRT smoking cessation aids

PROSPECTS AND OPPORTUNITIES

Reduction in smoking population could diminish future growth

New drug from the Government Pharmaceutical Organisation could prove to be a double-edged sword for NRT smoking cessation aids

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