

# NRT Smoking Cessation Aids in Taiwan

October 2023

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## NRT Smoking Cessation Aids in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Overall demand continues to fall in line with long-term decline in smoking prevalence  
State-subsidised alternatives inhibit use of NRT smoking cessation aids  
GSK Consumer Healthcare and Johnson & Johnson still the clear leaders

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