

# 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

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