



# NRT Smoking Cessation Aids in the Philippines

September 2024

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## NRT Smoking Cessation Aids in the Philippines - Category analysis

### 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

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