

NRT Smoking Cessation Aids in the Philippines

October 2023

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NRT Smoking Cessation Aids in the Philippines - Category analysis

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2023 DEVELOPMENTS

Demand continues to rise as more Philippine smokers choose to quit
Higher awareness among expatriates drives the development of the category
Pressure to quit smoking continues to mount, supporting sales growth in the category

PROSPECTS AND OPPORTUNITIES

More competition from heated tobacco products and other alternatives to cigarettes
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Rising tobacco taxes present opportunities for sales growth

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