



**Euromonitor
International**

NRT Smoking Cessation Aids in Taiwan

October 2025

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NRT Smoking Cessation Aids in Taiwan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Declining smoking rates and public policy drive growth of NRT smoking cessation aids in Taiwan

Market leaders face share decline as competition intensifies in NRT smoking cessation aids

Pharmacies remain key for NRT smoking cessation aids as health and personal care stores drive dynamic growth

PROSPECTS AND OPPORTUNITIES

Strong public health momentum is set to drive a positive outlook for NRT smoking cessation aids

Subsidised therapies will support smoking cessation, but NRT aids is set to remain the primary solution

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