



NRT Smoking Cessation Aids in Singapore

October 2025

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NRT Smoking Cessation Aids in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Government steps up effort to curb vaping and smoking culture among younger generations
- Johnson & Johnson leads with Nicorette benefiting from broad distribution
- Pharmacies gains greater share in 2025, rising fastest among distribution channels

PROSPECTS AND OPPORTUNITIES

- Rising health consciousness set to see consumers quit smoking through combination of NRT smoking cessation aids and counselling
- Brand will play increasingly important role in raising awareness
- Government to ensure low smoking prevalence through implementation of comprehensive tobacco-control strategy

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