

## Smoking Cessation and E-cigarettes - UK - January 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The smoking cessation category is expected to decline in value in 2018 following a period of no breakthrough innovation as well as reduced recorded advertising spend since 2015. E-cigarettes, on the other hand, are predicted to have enjoyed strong value growth as smokers continue to use these as a smoking cessation method.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

With public health bodies such as the NHS and PHE advocating the use of E-cigarettes as an alternative to smoking, as well as a way to help kick the habit altogether, smokers are increasingly taking up vaping.

- **TPD does little to hamper the vaping market**
- **Is it time for NRT brands to embrace vaping?**

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The implications

Is it time for NRT brands to embrace vaping?

The facts

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## The Market – What You Need to Know

Smoking cessation is in decline...

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