“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:

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

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.

DID YOU KNOW?

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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