

# **Global Nicotine Replacement Therapy Market Size study, by Product (Nicotine Replacement Therapy, E-cigarettes, Heat-not-burn tobacco products), Distribution Channel (Online and Offline) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Nicotine Replacement Therapy Market is valued approximately at USD 38.2 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 16% over the forecast period 2020-2027. Nicotine Replacement Therapy is a treatment by which the craving for nicotine reduces, which helps people stop smoking and habits of chewing tobacco. The therapy uses products which has low doses of nicotine and do not contain toxins found in smoke. Government initiatives towards eliminating smoking habits, increase in number of people undergoing nicotine replacement therapies, insurance regulations, technological advancements, mergers and acquisitions by big market players are influencing market positively. In January 2017, British American Tobacco acquired 57.8% stakes in Reynolds American Inc. and makes it a wholly owned subsidiary of British American Tobacco. Also, in April 2020, US FDA authorized the marketing and distribution of a product developed by Philip Morris Products S.A., known as IQOS Tobacco Heating System, that is an electronic device which burn prefilled tobacco sticks to generate aerosols. However, ban on e-cigarettes in countries like India, Brazil, Mexico and others impedes the growth of the market over the forecast period of 2020-2027. Also, increasing awareness among people regarding harmful effects of smoking on body is likely to increase the market growth during the forecast period.

The regional analysis of global Nicotine Replacement Therapy market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of

market share owing to increase in habit of cigarette smoking among adults and high availability of products of nicotine replacement therapy. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as high competition among tobacco companies and increasing demand for such products would create lucrative growth prospects for the Nicotine Replacement Therapy market across Asia-Pacific region.

Major market player included in this report are:

Cipla Inc.

Pfizer, Inc.

GLENMARK

Fertin Pharma

Philip Morris Products S.A.

British American Tobacco p.l.c.

Japan Tobacco, Inc.

Imperial Brands

Johnson & Johnson Services, Inc.

McNeil AB

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Nicotine Replacement Therapy

- Inhalers
- Gum
- Transdermal Patches
- Sublingual Tablets
- Lozenges
- Others

E-cigarettes

Heat-not-burn tobacco products

By Distribution Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Nicotine Replacement Therapy Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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