

Global Smoking Cessation and Nicotine De-Addiction Products Market Size study, by Product (Nicotine Replacement Therapy Products, Drug Therapy, E-cigarettes), by Form (Gum, Inhaler, Tablet, Others), by Distribution Channel (Hospital Pharmacies, Online Providers, Drug Stores and Retail Pharmacies), and Regional Forecasts 2022-2032

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Abstracts

The Global Smoking Cessation and Nicotine De-Addiction Products Market is valued at approximately USD 24.54 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 10.77% over the forecast period 2024-2032. Smoking cessation refers to the act of quitting smoking, and nicotine, an alkaloid, creates dependency on cigarettes and other smoking products. According to the Center for Disease Control and Prevention (CDC), smoking is linked to numerous chronic diseases, including lung cancer, COPD, and asthma. With approximately 30.8 million adults in the U.S. currently smoking and more than 16 million Americans suffering from smoking-related diseases, there has been a notable shift towards e-cigarettes, which are battery-powered devices generating an inhaled aerosol and perceived as less harmful.

Various government initiatives, such as increased awareness of smoking-related diseases, and anti-smoking campaigns by leading organizations have driven the demand for smoking cessation products, leading to significant market growth. Additionally, major market players are heavily investing in the development of advanced smoking cessation products, attracting younger smokers and further propelling market growth. Furthermore, in the UK, the license for some nicotine replacement therapies has been extended to allow longer-term use for those not willing or able to quit immediately, thereby facilitating an increase in sales of cessation products globally.

However, the high cost of these therapies and limited compatibility with existing systems may hinder market growth during the forecast period.

The key regions considered for the Global Smoking Cessation and Nicotine De-Addiction Products Market study include Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. In 2023, North America holds largest market share due to the presence of key players, rising government initiatives, well-developed healthcare infrastructure, and the high prevalence of smoking-related diseases. The market is also influenced due to the due to high awareness of the health risks associated with smoking and substantial healthcare resources dedicated to combating nicotine addiction. The region benefits from a well-established healthcare infrastructure, extensive public health campaigns, and a range of available cessation aids, including prescription medications, nicotine replacement therapies, and digital support tools. Additionally, regulatory support and insurance coverage for smoking cessation treatments further bolster market growth. As the demand for effective smoking cessation solutions continues to rise, North America's market remains the largest and most advanced globally. Asia-Pacific is expected to witness the highest growth rate throughout the forecast period, driven by increasing numbers of smokers quitting, government and organizational anti-smoking initiatives, and approved smoking cessation drugs.

Major market players included in this report are:

British American Tobacco Inc.
22nd Century Group Inc.
Cipla Ltd.
Dr. Reddy's Laboratories Ltd.
GlaxoSmithKline PLC (Haleon)
Imperial Brands Plc. (Fontem Ventures)
Johnson and Johnson (McNeil Consumer Health)
Njoy Company
Pfizer Inc.
Perrigo Company Plc.
Rusan Pharma
Zydus Cadila

The detailed segments and sub-segment of the market are explained below:

By Product:

Nicotine Replacement Therapy Products
Drug Therapy
E-cigarettes

By Form:

Gum
Inhaler
Tablet
Others

By Distribution Channel:

Hospital Pharmacies
Online Providers
Drug Stores and Retail Pharmacies

By Region:

North America
U.S.
Canada

Europe
UK
Germany
France
Spain
Italy
Rest of Europe

Asia Pacific
China
India
Japan
Australia
South Korea
Rest of Asia Pacific

Latin America
Brazil
Mexico
Rest of Latin America

Middle East & Africa

Saudi Arabia
South Africa
Rest of Middle East & Africa

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 Latin America

Middle East & Africa
Saudi Arabia
South Africa
RoMEA

Years considered for the study are as follows:
Historical year – 2022
Base year – 2023
Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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