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Global Short-Acting Nicotine Replacement Therapy Products Market 2026 by Company, Regions, Type and Application, Forecast to 2032

https://marketpublishers.com/r/G3AFA509850AEN.html
Date: November 2026
Pages: 135
Price: US$ 3,480.00 (Single User License)
ID: G3AFA509850AEN

Abstracts

According to our (Global Info Research) latest study, the global Short-Acting Nicotine Replacement Therapy Products market size was valued at US$ 1862 million in 2025 and is forecast to a readjusted size of US$ 2676 million by 2032 with a CAGR of 5.5% during review period.

Short-acting nicotine replacement therapy (NRT) products are non-combustible smoking cessation aids designed to rapidly release and deliver nicotine—typically via the oral mucosa or nasal passages—to alleviate sudden cravings and nicotine withdrawal symptoms during the quitting process. Key examples include nicotine gum, lozenges, oral sprays, nasal sprays, and certain fast-release oral formulations. Sold primarily through pharmacies, hospitals, retail outlets, and online platforms, these products are widely used to help smokers quit and reduce tobacco dependence; their market continues to grow alongside the advancement of public health tobacco control policies, rising awareness regarding smoking cessation, and increasing consumer acceptance of over-the-counter smoking cessation aids.

The short-acting nicotine replacement therapy products market is primarily driven by continued implementation of tobacco-control policies, rising motivation among smokers to quit, growing demand for nicotine dependence treatment, and increasing consumer acceptance of convenient smoking cessation aids. Compared with long-acting products such as nicotine patches, short-acting formats including nicotine gum, lozenges, oral sprays, and nasal sprays can provide relatively rapid relief from sudden cravings and withdrawal symptoms, while offering flexible, on-demand dosing. These characteristics make them suitable both as standalone therapies and in combination with long-acting nicotine patches for more comprehensive craving management. At the same time, wider

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promotion of evidence-based smoking cessation interventions by healthcare providers and public health organizations, expansion of over-the-counter and online pharmacy channels, and growing awareness of the health risks associated with smoking and secondhand smoke are expanding the potential user base. Continued innovation in flavors, dosage forms, nicotine strengths, and portability is also improving treatment adherence and user convenience, further supporting growth of the global short-acting nicotine replacement therapy products market.

Report Scope

This report is a detailed and comprehensive analysis for global Short-Acting Nicotine Replacement Therapy Products market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Short-Acting Nicotine Replacement Therapy Products market size and forecasts, in consumption value ($ Million), 2021-2032

Global Short-Acting Nicotine Replacement Therapy Products market size and forecasts by region and country, in consumption value ($ Million), 2021-2032

Global Short-Acting Nicotine Replacement Therapy Products market size and forecasts, by Type and by Application, in consumption value ($ Million), 2021-2032

Global Short-Acting Nicotine Replacement Therapy Products market shares of main players, in revenue ($ Million), 2021-2026

The Primary Objectives in This Report Are:

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To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Short-Acting Nicotine Replacement Therapy Products

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Short-Acting Nicotine Replacement Therapy Products market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Kenvue, Perrigo, Dr. Reddy's Laboratories, Haleon, Philip Morris International, Cipla, Rusan Pharma, Glenmark Pharmaceuticals, Piramal Pharma, Rubicon Consumer Healthcare, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Short-Acting Nicotine Replacement Therapy Products market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segmentation

Market segment by Type

Nicotine Gum

Nicotine Lozenges

Nicotine Mouth Spray

Nicotine Nasal Spray

Others

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Market segment by Dose

Low Dose

Medium Dose

High Dose

Market segment by Application

Online Sales

Offline Sales

Market segment by players, this report covers

Kenvue

Perrigo

Dr. Reddy's Laboratories

Haleon

Philip Morris International

Cipla

Rusan Pharma

Glenmark Pharmaceuticals

Piramal Pharma

Rubicon Consumer Healthcare

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Alkalon

Sparsha Pharma

TFI India Labs

Nico Orgo Marketing

Lucy Goods

Blip

AdhexPharma

Jones

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

Chapter Outline

Chapter 1, to describe Short-Acting Nicotine Replacement Therapy Products product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Short-Acting Nicotine Replacement Therapy Products, with revenue, gross margin, and global market share of Short-Acting Nicotine Replacement Therapy Products from 2021 to 2026.

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Chapter 3, the Short-Acting Nicotine Replacement Therapy Products competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026.and Short-Acting Nicotine Replacement Therapy Products market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Short-Acting Nicotine Replacement Therapy Products.

Chapter 13, to describe Short-Acting Nicotine Replacement Therapy Products research findings and conclusion.

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