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Global Short-Acting Nicotine Replacement Therapy Products Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Short-Acting Nicotine Replacement Therapy Products market size is expected to reach $ 2676 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

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 promotion of evidence-based smoking cessation interventions by healthcare providers

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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 studies the global Short-Acting Nicotine Replacement Therapy Products demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Short-Acting Nicotine Replacement Therapy Products, and provides market size (US$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Short-Acting Nicotine Replacement Therapy Products that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Short-Acting Nicotine Replacement Therapy Products total market, 2021-2032, (USD Million)

Global Short-Acting Nicotine Replacement Therapy Products total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Short-Acting Nicotine Replacement Therapy Products total market, key domestic companies, and share, (USD Million)

Global Short-Acting Nicotine Replacement Therapy Products revenue by player, revenue and market share 2021-2026, (USD Million)

Global Short-Acting Nicotine Replacement Therapy Products total market by Type, CAGR, 2021-2032, (USD Million)

Global Short-Acting Nicotine Replacement Therapy Products total market by

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Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Short-Acting Nicotine Replacement Therapy Products market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Short-Acting Nicotine Replacement Therapy Products Market, By Region:

United States

China

Europe

Japan

South Korea

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ASEAN

India

Rest of World

Market Segmentation

Global Short-Acting Nicotine Replacement Therapy Products Market, Segmentation by Type:

Nicotine Gum

Nicotine Lozenges

Nicotine Mouth Spray

Nicotine Nasal Spray

Others

Global Short-Acting Nicotine Replacement Therapy Products Market, Segmentation by Dose:

Low Dose

Medium Dose

High Dose

Global Short-Acting Nicotine Replacement Therapy Products Market, Segmentation by Application:

Online Sales

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Offline Sales

Companies Profiled:

Kenvue

Perrigo

Dr. Reddy's Laboratories

Haleon

Philip Morris International

Cipla

Rusan Pharma

Glenmark Pharmaceuticals

Piramal Pharma

Rubicon Consumer Healthcare

Alkalon

Sparsha Pharma

TFI India Labs

Nico Orgo Marketing

Lucy Goods

Blip

AdhexPharma

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Jones

Key Questions Answered

1. How big is the global Short-Acting Nicotine Replacement Therapy Products market?
2. What is the demand of the global Short-Acting Nicotine Replacement Therapy Products market?
3. What is the year over year growth of the global Short-Acting Nicotine Replacement Therapy Products market?
4. What is the total value of the global Short-Acting Nicotine Replacement Therapy Products market?
5. Who are the Major Players in the global Short-Acting Nicotine Replacement Therapy Products market?
6. What are the growth factors driving the market demand?

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