

# Smoking Cessation - Data, Analysis & Forecasts to 2023

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## Abstracts

GMR Data's new pharmaceutical report outlines the factors affecting the global smoking cessation market across the forecast period 2013-2023. The report outlines key drivers and restraints of the market in all key global geographies.

Drivers include:

Increased health care / health education in many geographies

Adoption of smoking cessation products onto health insurance policies

Increasing number of smoking cessation products emerging onto the market

Emergence of e-cigarettes onto the global market

Over 1bn smokers world wide

This report quantifies the market, in terms of each key geography; explaining which direction each key market will head across the next ten years, and why, with detailed financial forecasts. The report contains over 100 pages as well as 85 charts, graphs and tables detailing the market.

This report also breaks down the market in terms of current smoking cessation drugs and products that occupy the market at present; examining the key prescription and OTC drugs that drive the market. In addition to this crucial information this report offers analysis and opinion on current R&D in the smoking cessation sector alongside in depth

analysis of the emerging, global e-cigarette market.

This report also includes 3 original, exclusive, interview transcripts with key global pharmaceutical companies:

Pfizer

Elder Pharmaceuticals

GlaxoSmithKline

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## **COMPANIES**

22nd Century Group, Inc

Acrux

Alcon Inc

Altria Group Inc

Alza Corporation

American Lung Association and Cancer Advocacy Coalition of Canada

Aradigm Corporation

Biota Holdings Ltd

Biota Pharmaceuticals, Inc.

Birlaveda

British American Tobacco

Celtic Pharmaceuticals

Cipla

CN Creative

Cytos Biotechnology

Elder Pharmaceuticals limited

EverSmoke Electronic Cigarettes

Evotec AG

Extab Corporation

Frii Inc

GlaxoSmithKline

Green Smoke Inc

Imperial Tobacco

Independent Pharmaceutica AB

Institute of Human Behaviour & Allied Sciences

Invion Limited

Johnson & Johnson

KLOX Technologies

Lorillard Inc

McNeil

Nabi Biopharmaceuticals

NAL Pharmaceuticals

National Institute on Drug Abuse  
Nicobrand  
Niconovum AB  
NJOY  
Novartis  
Nu Mark LLC  
Perrigo  
Pfizer Inc  
Pure Cigs, LLC  
Reynolds American Inc  
RML Hospital and Chronic Care Foundation  
Sandoz Pharmaceuticals  
Selecta Biosciences, Inc  
Shanghai Johnson & Johnson Pharmaceutical Ltd  
Sopharma  
South Beach Smoke  
Sun Pharma  
Taranabant, Merck & Co  
Teva Pharmaceuticals  
U.S. Preventive Services Task Force  
University of Chicago  
Vapor King  
Volcano Fine Electronic Cigarettes  
Watson Pharmaceuticals  
White Cloud Electronic Cigarettes

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