

# **Nicotine Gum Market Report by Type (2 Mg Nicotine Gum, 4 Mg Nicotine Gum, 6 Mg Nicotine Gum), Application (Withdrawal Clinics, Medical Practice, Individual Smokers, and Others), Distribution Channel (Retail Pharmacies, Specialty Stores, Online Stores, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/N8FE8038AEE0EN.html>

Date: July 2024

Pages: 149

Price: US\$ 3,899.00 (Single User License)

ID: N8FE8038AEE0EN

## **Abstracts**

The global nicotine gum market size reached US\$ 1.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2.4 Billion by 2032, exhibiting a growth rate (CAGR) of 4.21% during 2024-2032. There are various factors that are driving the global market, which include smoking cessation initiatives and heightened health awareness, rising demand for convenient over the counter (OTC) nicotine replacement therapies, and technological innovations for enhancing product efficacy.

**Nicotine Gum Market Analysis:**

**Major Market Drivers:** The increasing awareness about health risks associated with smoking, along with various smoking cessation initiatives worldwide, are acting as growth-inducing factors.

**Key Market Trends:** There is a rise in the demand for over the counter (OTC) nicotine replacement therapies. This, coupled with the enhanced convenience and accessibility of the product among individuals seeking to quit smoking, are supporting the market growth.

**Geographical Trends:** According to the report, North America enjoys a leading position in the market due to the rising number of health-conscious consumers.

**Competitive Landscape:** Top players in the nicotine gum industry are British American Tobacco, Cambrex Corporation, GlaxoSmithKline, ITC Limited, Johnson & Johnson Services, Novartis, Perrigo, Pfizer, Takeda Pharmaceutical Company, among many

others.

**Challenges and Opportunities:** Challenges include the need to overcome social stigmas associated with smoking cessation aids and ensure proper education about the role of nicotine gum in the quitting process. Nonetheless, nicotine gum market recent opportunities are technological advancements and collaborations among companies to address smoking-related health issues.

**Nicotine Gum Market Trends:**

**Smoking Cessation Initiatives and Health Awareness**

Global efforts to reduce smoking, along with rising health awareness, are propelling the market expansion. People are actively looking for effective strategies to quit smoking as awareness about health risks connected with smoking increases among them. Nicotine gum is a smoking cessation aid that helps users manage the symptoms of withdrawal by releasing nicotine gradually and under control. In addition, various smoking cessation programs by healthcare organizations and regulatory authorities has created a favorable atmosphere for nicotine gum demand. The rising acceptance of this gum as an essential component of smoking cessation treatments due to the emphasis on public health and the ongoing efforts to eliminate smoking is impelling the market growth. On 11 April 2023, Neil O'Brien, Health Minister, delivered a speech at Policy Exchange on government plans to cut smoking rates and tackle underage vaping,

**Growing Demand for OTC Nicotine Replacement Therapies**

As per the IMARC Group, in 2023, the size of the OTC medication industry worldwide was US\$ 168.7 Billion. One of the main factors propelling the market is the rising demand for OTC nicotine replacement medicines. This gum is an easily available OTC solution that enables users to self-administer therapy without a prescription. This gum's popularity as a top option for people trying to stop smoking without seeking medical help is due to its accessibility and ease of usage. People are becoming more proactive in managing their health, which is offering a positive nicotine gum market outlook. Furthermore, on 24 January 2024, in a significant breakthrough for tobacco cessation efforts, a clinical trial conducted at Sri Ram Chandra Bhanja (SCB) Dental College and Hospital in Cuttack, Odisha, unveiled the remarkable efficacy of nicotine replacement therapy (NRT) when combined with behavioral therapy.

**Technological Advancements and Product Innovation**

Continuous technological improvements and product innovations in the formulation and

administration of nicotine replacement therapies are bolstering the market growth. Nicotine gum companies are spending money on research and development (R&D) activities to enhance the effectiveness of product as well as user experience. Users are adopting these gums owing to innovations like enhanced flavors and unique delivery systems. In addition, enhanced understanding of nicotine addiction and withdrawal processes are benefiting in the creation of gum formulations that are more efficient. The escalating demand for more efficient smoking cessation solutions is bolstering the nicotine gum market growth. Besides this, companies in the market are getting product approvals from the recognized authorities. For instance, Perrigo Company plc (PRGO) received final approval from the Food Drug Administration (FDA) for nicotine coated mint lozenges 2 mg and 4 mg OTC on 16 May 2023. The product helps in reducing withdrawal symptoms in consumers who are trying to quit smoking. Moreover, it will be marketed under retailer's store brand labels as a comparable offering to Nicorette coated ice mint lozenge.

#### Nicotine Gum Market Segmentation:

IMARC Group provides an analysis of the key nicotine gum market trends in each market segment, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on type, application, and distribution channel.

#### Breakup by Type:

- 2 Mg Nicotine Gum
- 4 Mg Nicotine Gum
- 6 Mg Nicotine Gum

2 mg nicotine gum accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the type. This includes 2 mg nicotine gum, 4 mg nicotine gum, and 6 mg nicotine gum. According to the report, 2 mg nicotine gum represented the largest segment.

Those looking to cut back on their nicotine intake during their journey to quit smoking can find 2 mg category a suitable choice. 2mg nicotine gum is an ideal alternative for controlling withdrawal symptoms while progressively weaning off nicotine dependence, making it the perfect choice among light to moderate smokers. Furthermore, it is advised for people who need a step-down strategy and in the early phases of quitting in order to enable a more regulated shift to a life free of nicotine.

### Breakup by Application:

- Withdrawal Clinics
- Medical Practice
- Individual Smokers
- Others

Medical practice holds the largest share of the industry

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes withdrawal clinics, medical practice, individual smokers, and others. According to the report, medical practice accounted for the largest market share.

Nicotine gums are used in more comprehensive smoking cessation programs in medical settings. Physicians may recommend this gum to patients as part of individualized smoking cessation regimens or during routine consultations. The progressive and regulated release of nicotine from the gum is consistent with evidence-based therapies. In the medical practice application, the importance of healthcare professionals in helping people quit is emphasized, along with the health advantages and individualized assistance that come with using nicotine gum.

### Breakup by Distribution Channel:

- Retail Pharmacies
- Specialty Stores
- Online Stores
- Others

Retail pharmacies represent the leading market segment

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes retail pharmacies, specialty stores, online stores, and others. According to the report, retail pharmacies represented the largest segment.

Nicotine gums are readily available at retail pharmacies. Consumers in search of smoking cessation products can easily locate them in close proximity to their homes. This gum is easily available and pharmacists can offer their advice related to

medication, which makes it a favored option for those seeking person-to-person support and quick access to quit smoking products.

#### Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

North America leads the market, accounting for the largest nicotine gum market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America represents the largest regional market for nicotine gum.

North America stands as a significant market due to robust smoking cessation efforts, heightened health awareness, and a substantial consumer base. The region has a well-established healthcare infrastructure and proactive regulatory measures that contribute to the popularity of these gums as a preferred smoking cessation aid. In addition, there is an increase in the number of individuals seeking effective solutions to quit smoking in the North America region. Besides this, the wide availability of these gum across various distribution channels including retail pharmacies and online stores, assists in increasing nicotine gum market revenue. On 18 March 2024, Cambrex, a leading global contract development and manufacturing organization (CDMO), announced the completion of a 5-year, US\$ 100-Million-dollar investment strategy, one year ahead of schedule. The project adds more than 150,000 square-feet of capacity and capability expansions across 70% of its North American and European drug development and manufacturing network, which will be completed by the end of 2024. The investments span all scales of clinical and commercial drug substance manufacturing and include advanced technologies to solve for challenges related to complex molecules.

#### Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the major market players in the nicotine gum industry include British American Tobacco, Cambrex Corporation, GlaxoSmithKline, ITC Limited, Johnson & Johnson Services, Novartis, Perrigo, Pfizer, Takeda Pharmaceutical Company.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Key players in the market are engaging in strategic initiatives that are focused on product innovation, marketing, and collaborative efforts. Continuous R&D investments by key manufacturers aim to enhance the effectiveness and appeal of the product formulations. These companies leverage technological advancements to create novel delivery mechanisms, improved flavors, and better taste masking, meeting consumer preferences and driving market growth. Moreover, robust marketing campaigns and partnerships with healthcare organizations contribute to the rising awareness about smoking cessation benefits among individuals while expanding the consumer base. Collaborative efforts between industry stakeholders and regulatory bodies ensure compliance with health standards and foster a positive market environment. On 3 July 2023, Haleon, the world's biggest standalone consumer health business, explored the sale of its nicotine gum business as it aims to streamline its business. The company is

working with an adviser to find potential suitors for its Nicotinell brand of nicotine gum, which could be worth about US\$ 800 Million in sales.

#### Nicotine Gum Market Recent Developments:

27 November 2023: British American Tobacco (BAT) launched a multi-pronged media campaign urging new regulations be introduced so the vaping industry can fulfill its potential to make smoke-free a reality in the UK.

2 November 2023: Cambrex, a leading global contract development and manufacturing organization (CDMO), completed the sale of its Drug Product Business Unit to Wilmington, Delaware based Noramco. Cambrex's Drug Product business provides product development, clinical and commercial manufacturing, and packaging from facilities in Mirabel, Qu?bec, Canada and Whippany, New Jersey, USA. Cambrex will prioritize its drug substance and analytical testing portfolios, enabling clients to develop and deliver therapeutic solutions for patients around the world.

#### Key Questions Answered in This Report:

How has the global market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global market?

What is the impact of each driver, restraint, and opportunity on the global market?

What are the key regional markets?

Which countries represent the most attractive nicotine gum market?

What is the breakup of the market based on the type?

Which is the most attractive type in the market?

What is the breakup of the market based on the application?

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