

Global Short-Acting Nicotine Replacement Therapy Products Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Short-Acting Nicotine Replacement Therapy Products market size is predicted to grow from US\$ 1770 million in 2025 to US\$ 2594 million in 2032; it is expected to grow at a CAGR of 5.8% from 2026 to 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

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

LPI (LP Information)' newest research report, the “Short-Acting Nicotine Replacement Therapy Products Industry Forecast” looks at past sales and reviews total world Short-Acting Nicotine Replacement Therapy Products sales in 2025, providing a comprehensive analysis by region and market sector of projected Short-Acting Nicotine Replacement Therapy Products sales for 2026 through 2032. With Short-Acting Nicotine Replacement Therapy Products sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Short-Acting Nicotine Replacement Therapy Products industry.

This Insight Report provides a comprehensive analysis of the global Short-Acting Nicotine Replacement Therapy Products landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Short-Acting Nicotine Replacement Therapy Products portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Short-Acting Nicotine Replacement Therapy Products market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Short-Acting Nicotine Replacement Therapy Products and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Short-Acting Nicotine Replacement Therapy Products.

This report presents a comprehensive overview, market shares, and growth opportunities of Short-Acting Nicotine Replacement Therapy Products market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

Nicotine Gum

Nicotine Lozenges

Nicotine Mouth Spray

Nicotine Nasal Spray

Others

Segmentation by Dose:

Low Dose

Medium Dose

High Dose

Segmentation by Application:

Online Sales

Offline Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

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

Jones

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