

# **Global Smoking Cessation & Nicotine De-addiction Products Market: By Product Type (Nicotine Based Products (Nicotine Gums, Nicotine Patches, Nicotine Sprays, Nicotine Inhalers, and Nicotine Lozenges) Electronic Cigarette, and Non-nicotine Products (Varenicline, Bupropion, Cytisine)), By Distribution Channel (Hospital Pharmacies, Retail Pharmacies, Online Pharmacies, and Retail Stores), and Geography (North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa) - Market Estimation, Dynamics, Regional Share, Trends, Competitor Analysis 2012-2016 and Forecast 2017-2023**

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## **Abstracts**

Global Smoking Cessation & Nicotine De-addiction Products Market Report Description:

Global smoking cessation & nicotine de-addiction products market report gives comprehensive outlook on smoking cessation & nicotine de-addiction products across the globe with special emphasis on key regions such as North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa (MEA). The report on smoking cessation & nicotine de-addiction products market gives historical, current, and future market sizes (US\$ Mn) on the basis of product type, distribution channel, and geographic regions. This report studies smoking cessation & nicotine de-addiction products market dynamics elaborately to identify the current trends & drivers, future opportunities and possible challenges to the key stakeholders operating in the market.

In addition, smoking cessation & nicotine de-addiction products market report includes new product introductions; regulatory scenario and competition analysis with vividly illustrated the competition dashboard to assess the market competition. Moreover, PBI analyzed smoking cessation & nicotine de-addiction products market to better equip clients with possible investment opportunities across the regions (Regional Investment Hot-Spots) and market unmet needs (Product Opportunities). Key stakeholders of the smoking cessation & nicotine de-addiction products market report include suppliers, manufacturers, marketers, policy makers, and healthcare service providers engaged in manufacturing, supply and prescription of smoking cessation & nicotine de-addiction products.

#### Global Smoking Cessation & Nicotine De-addiction Products Market:

Global smoking cessation & nicotine de-addiction products market estimated to be valued US\$ 9,014 Mn in 2017 and poised to grow at CAGR of 12.7% over 2017-2023. Market for smoking cessation & nicotine de-addiction products projected to reach US\$ 18,489 Mn by 2023 owing to growing awareness regarding smoking cessation and availability of wider product choices.

Do policy changes bring positive impact on smoking cessation & nicotine de-addiction products market?

Of late, several governments across the globe coming up with policy changes to curb the smoking habit among people, which is likely to prompt smokers to adopt alternatives to smoking such as nicotine based products or E-cigarettes. Moreover, several governments are launching innovative awareness campaigns through digital, electronic and print media to sensitize the people regarding harmful effects of the smoking. These government initiatives expected to drive the market for smoking cessation & nicotine de-addiction products over the forecast period. For Instance, countries/regions like China, India and GCC countries brought laws that mandates the tobacco products manufacturers to place warning labels on the products and same laws prohibits the smoking in public areas, these are expected to create market opportunity for the players.

Growing adoption of smoking cessation & nicotine de-addiction products across the globe is creating significant market opportunities

The growing prevalence of smoking and its hazardous effects on cardiac and respiratory system is driving the smokers to adopt alternative to smoking like nicotine

based products and E-cigarettes, this is expected to create huge growth opportunity for market players over the forecast period. Moreover, consumers have been exposed to numerous innovative products in different formulations, which are helping buyers to choose appropriate product for consumption, this in turn aiding the product adoption in the market. Moreover, regulatory approvals for Nicotine Replacement Therapies (NRT), non-nicotine based products, and e-cigarettes are aiding the market revenue growth.

North America emerged as prominent region for smoking cessation & nicotine de-addiction products market across the globe

North America market is expected to hold the larger revenue share in global smoking cessation & nicotine de-addiction products market and projected to remain dominant over the forecast period owing to growing awareness and wider adoption choices in the region. Asia-pacific Smoking cessation & nicotine de-addiction products market projected to grow at highest CAGR over the forecast period in comparison with other regions owing to large smoking population and growing interest of multinational players in the region for geographic expansion.

## **COMPETITION ASSESSMENT**

Key players profiles in the global smoking cessation & nicotine de-addiction products market include:

Cipla Ltd. (India)

GlaxoSmithKline plc. (UK)

ITC Limited (India)

Johnson & Johnson Services Inc. (U.S)

NJOY, Inc. (U.S)

Novartis AG (Switzerland)

Pfizer, Inc. (U.S)

Takeda Pharmaceuticals Co. Ltd. (Japan)

VMR products, LLC (U.S)

Players in smoking cessation & nicotine de-addiction products market are focusing on introducing newer and innovative therapies like varenicline and Cytisine to garner larger market revenue share in global smoking cessation & nicotine de-addiction products market. Moreover, players entering into collaborations and partnership to increase the product market reach in various geographies

### **KEY FINDINGS OF THE REPORT:**

Global smoking cessation & nicotine de-addiction products market expanding at 12.7% CAGR over 2017 to 2023 to reach market value of US\$ 18,489 Mn by 2023

Based on product type, nicotine based products segment accounted for larger revenue share in 2016 owing to ease of availability and usability

Retail stores are prominent source for smoking cessation & nicotine de-addiction products and accounted for larger market revenue share in 2016 expected to remain attractive over the forecast period

Players are focusing on launching the newer smoking cessation & nicotine de-addiction products in the market and focusing on geographic expansion to gain market revenue share

### **KEY FEATURES OF THE REPORT:**

The report provides granular level information about the market size, regional market share, historic market (2012-2016) and forecast (2017-2023)

The report covers in-detail insights about the competitor's overview, company share analysis, key market developments, and their key strategies

The report outlines drivers, restraints, unmet needs, and trends that are currently affecting the market

The report tracks recent innovations, key developments and startup's details

that are actively working in the market

The report provides plethora of information about market entry strategies, regulatory framework and reimbursement scenario

The report analyses the impact of socio-political environment through PESTLE Analysis and competition through Porter's Five Force Analysis in addition to recent technology advancements and innovations in the market

## **DETAILED SEGMENTATION**

### By Product Type

Nicotine Based Products

Nicotine Gums

Nicotine Patches

Nicotine Sprays

Nicotine Inhalers

Nicotine Lozenges

Electronic Cigarette

Non-nicotine Products

Vareniclin

Bupropion

Cytisine

### By Distribution Channel

Hospital Pharmacies

Retail Pharmacies

Online Pharmacies

Retail Stores

### By Geography

North America

U.S

Canada

Europe

Germany

France

U.K

Italy

Spain

Russia

Poland

Rest of Europe

Asia-Pacific

Japan

China

India

Australia & New Zealand

ASEAN (Includes Indonesia, Thailand, Vietnam, Philippines, Malaysia, and Others)

South Korea

Rest of Asia-Pacific

Latin America

Brazil

Mexico

Argentina

Venezuela

Rest of Latin America

Middle East and Africa (MEA)

Gulf Cooperation Council (GCC) Countries

Israel

South Africa

Rest of MEA

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