

Smoking Cessation Aids Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The smoking cessation aids market is expected to witness a CAGR of 12.5% during the forecast period.

The impact of the COVID-19 pandemic is being felt across several markets. According to a study titled, "Association between Youth Smoking, Electronic Cigarette Use, and COVID-19," published in October 2020, the COVID-19 diagnosis was five times more likely among users of e-cigarettes only but is also associated with the dual risk of e-cigarettes and cigarettes, hence, suggesting that e-cigarettes can be underlying risk factors for COVID-19. According to an article published in the official journal of ENSP, the European Network for Smoking and Tobacco Prevention, in September 2020, by Himanshu S. Gupte, tobacco use raises the risk of infection, increases the likelihood of complications, and increases the likelihood of the disease spreading. Only 30% of users said the current situation had influenced their tobacco use, with the most common effects being a lack of tobacco products and higher prices. During the lockdown, 34% of tobacco users quit tobacco in the population studied. Of this, 51% quit because of the lockdown and their concerns over COVID-19. Thus, the COVID-19 pandemic significantly impacted the smoking cessation aids market.

Smoking is one of the major causes of lung cancer and other respiratory and cardiac diseases. Awareness about these health hazards has influenced individuals to adopt smoking cessation therapies. The awareness gained by individuals through digital media, print media, and other sources of information has proved to be effective in curbing the nicotine addiction crisis to some extent.

Cigarette smoking remains the leading cause of preventable disease, disability, and death. According to the Centers for Disease Control and Prevention (CDC), in 2019, nearly 14 of every 100 US adults aged 18 years or older (14%) smoked cigarettes. This suggests a huge opportunity for de-addiction products. Also, this depicts growing awareness among people and their readiness to

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quit smoking. There are also non-government and government establishments working to educate and help people quit smoking and decrease the number of smokers. For example, "Tips from Former Smokers" is a campaign run by the Center for Disease and Control Prevention. Between 2012 and 2018, approximately 1 million people quit smoking as a result of Tips. Another 16 million people attempted to quit as a result of the campaign, and 129,000 people prevented premature death as a result of it.

Increasing product launch approvals by regulatory authorities are expected to boost the market over the forecast period. For instance, in July 2020, Dr Reddy's Laboratories launched OTC Nicotine Polacrilex Lozenges in the US. The nicotine lozenge brands and store brand markets witnessed retail sales of about USD 200 million in 2020 in the US. The product is a significant addition to the company's offering of Nicotine Replacement Therapies. Similarly, in April 2020, Philip Morris Products SA's product IQOS Tobacco Heating System was authorized by the US Food and Drug Administration (USFDA) for marketing and distribution. These factors are considered to be the major factors contributing to the market's growth.

Smoking Cessation Aids Market Trends

E-cigarettes Technology Expected to Show Steady Growth over the Forecast Period

E-cigarettes are battery-operated electronic cigarettes that are less toxic than traditional cigarettes. Electronic cigarettes, also known as e-cigs, e-vaping devices, vape pens, and electronic cigarettes, are made up of three main parts: a heating coil, a battery, and an e-liquid cartridge.

E-cigarettes are considered a healthy alternative to tobacco cigarettes and are estimated to be the fastest-growing segment over the forecast period. E-cigarettes are an effective alternative for reducing health conditions associated with tobacco, while nicotine replacement therapies work best for smoking cessation. E-cigarettes are a potential threat to tobacco-based cigarettes.

At the same time, they present an opportunity for tobacco manufacturers to enter a new emerging segment catering to the smoking population. Consumption of e-cigarettes is less harmful compared to regular cigarettes. The lack of smoke and no risk of passive smoking, permission to use even in no-smoking places, varying nicotine levels, and availability in various flavors are major driving factors for the e-cigarettes market. In addition, the increasing popularity of e-cigarettes backed by their electronic features is considered to be the major factor contributing to their increasing demand.

Additionally, regulatory authorities have approved e-cigarettes marketing. For instance, in October 2021, the US Food and Drug Administration issued marketing granted orders to RJ Reynolds (RJR) Vapor Company for its Vuse Solo closed electronic nicotine delivery system (ENDS) device and accompanying tobacco-flavored e-liquid pods, specifically, Vuse Solo Power Unit, Vuse Replacement Cartridge Original 4.8% G1, and Vuse Replacement Cartridge Original 4.8% G2. Thus, all these aforementioned factors are expected to boost the segment over the forecast period.

Asia-Pacific Expected to Show Fastest Growth over the Forecast Period

Asia-Pacific is expected to be the fastest-growing region for the market due to increasing awareness about smoking cessation and nicotine de-addiction products and a huge population. In a study titled "Tobacco Smoking and Mortality in Asia," published by JAMA Network in March 2019, an international collaboration of researchers, led by those from Vanderbilt University, US, studied the trends in tobacco use in China, Japan, South Korea, Singapore, Taiwan, and India. It was estimated that 8.3 million deaths will be attributed to smoking by 2030, half of the world's male smokers live in China, India, and Indonesia, and Asia is the world's largest tobacco consumer and producer.

In January 2021, the World Health Organization launched an anti-tobacco campaign, which aims to create a favorable environment by promoting strong smoking cessation policies, raising awareness of the tobacco industry's various tactics (such as organizing

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campaigns and engaging lobbyists to influence policy), and encouraging tobacco users to quit. Thus, rising awareness among individuals about smoking cessation is expected to drive the smoking cessation aids market over the forecast period.

North America is also found to be dominating the smoking cessation market due to its established healthcare infrastructure and rising disposable incomes.

Smoking Cessation Aids Market Competitor Analysis

The players in the smoking cessation aids market utilize various growth strategies, such as collaborations, partnerships, agreements, mergers, and acquisitions, to enhance their presence. The introduction of new products and collaborations with governments and NGOs to create awareness of smoking cessation also boost the market growth.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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