



**Euromonitor
International**

NRT Smoking Cessation Aids in the United Kingdom

October 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Stable retail value persists despite declining UK smoking population

Government legislation and e-commerce reshape NRT cessation strategies

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Haleon's brand divestments to prompt strategic shifts across wellness portfolios

Nicorette to maintain NRT gum leadership as digital integration sustains relevance

AI-powered personalisation and tech integration to drive adherence as smoking pool contracts

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nicorette and Nicotinell harness technology to reinforce brand dominance

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Pharmacies and e-commerce sustain distribution dominance through digital support

Chart 1 Retail Channels 2021-2026

PRODUCTS

AI-powered personalisation and subscription models define the innovation agenda

Haleon's divestment and Nicorette's digital ecosystem illustrate divergent innovation strategies

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nrt-smoking-cessation-aids-in-the-united-kingdom/report.