

NRT Smoking Cessation Aids in the US

September 2023

Table of Contents

NRT Smoking Cessation Aids in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Patch format lags behind in winning consumer interest
Generational differences in smoking cessation habits
Private label NRT smoking cessation aids return to growth

PROSPECTS AND OPPORTUNITIES

Drivers of innovation likely to include product format and digitalisation
Oral NRT smoking cessation aids and nicotine-free products expected to increase in popularity as e-cigarettes lose edge as a tobacco alternative
Younger consumers consider NRT smoking cessation aids

CATEGORY INDICATORS

Table 1 - Number of Smokers by Gender 2018-2023

CATEGORY DATA

Table 2 - Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 3 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 4 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 5 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 6 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028

Table 7 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

Consumer Health in the US - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2018-2023

Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 15 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 16 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 17 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

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