Smoking Cessation Products - US - December 2012

Scope and Themes

"Sales of smoking cessation products are expected to continue to experience growth. However, growth is limited as the market faces many challenges, such as domination from private label brands and a decreasing consumer base."

– Emily Krol, Health and Wellness analyst

In this report we answer the key questions:

- **What is the impact of smoking bans on the cessation product market?**
- **How can consumers (or marketers) adopt new technologies and innovations in this market?**
- **How do private label brands affect the smoking cessation market?**

Despite a decline in the number of people smoking, sales of smoking cessation products are expected to increase in 2012. According to the Centers for Disease Control and Prevention (CDC), an estimated 45.3 million people (19.3%) of all adults aged 18+ in the U.S. smoke cigarettes, and cigarette smoking is more common among men (21.5%) than women (17.3%).

Among current U.S. adult smokers, 68.8% report that they want to quit completely, and millions have attempted to quit smoking, according to a report from the CDC. Mintel data show that 30% of respondents smoke, and of those, 82% are interested in quitting. These slight differences from CDC data and Mintel data could be attributed to question wording.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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The number of current smokers directly relates to the market size for smoking cessation products, as cessation products are specifically targeted to those who smoke cigarettes and want to quit. Therefore, the potential user base of smoking cessation products amounts to less than 20% of the population.

This report will provide makers and marketers of smoking cessation products with knowledge and insights to further develop and target products. Trends and innovations in the smoking cessation category are presented to help identify how the market for these products is evolving. The success of private label brands is discussed and strategies to help name brands compete are recommended. Opportunities for products in the smoking cessation landscape will be presented as well as market drivers that impact why consumers quit smoking and the challenges associated with quitting.

Further insight is provided regarding consumers who have recently quit smoking compared to consumers interested in quitting to dig deeper into successful tactics and what is appealing versus what works. The report will also provide ideas for products that consumers looking to quit might be interested in trying.

This report covers smoking cessation products, which are defined as those products intended to assist and support smokers who are attempting to quit smoking. This includes "nicotine replacement therapies," which deliver a measured dose of nicotine to a smoker that replaces the nicotine usually obtained from cigarettes. These types of products help to wean the smoker from the behavioral aspects of smoking while also reducing the reliance on nicotine.

Sales data for smoking cessation gum, tablets, and patches are included. Other forms of smoking cessation products, such as filters and mouth sprays, are not included in the market size, as these products make up less than .01% of the category.

This report will also include a discussion of alternative methods consumers use to quit smoking, such as drugs or treatments available through prescription, which will not be included in the market size for this report. Additionally, any alternative methods that assist with smoking cessation will be discussed, such as acupuncture, vitamins, hard candy, or non-nicotine chewing gum. Furthermore, products with lower tobacco levels, such as smokeless tobacco and e-cigarettes, will be discussed as alternatives to smoking cessation products. However, these alternative products are not classified as smoking cessation products.

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