

## Smoking Cessation and E-cigarettes - UK - January 2017

Report Price: £1995.00 | \$2460.23 | €2338.14

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“After two years of disappointing sales performance, the smoking cessation sector has seen a rise in value in 2016 driven by NPD and a rise in advertising investment. In terms of E-cigarettes, overall usage remains the same despite a decline in usage as a smoking cessation method, suggesting reduced penetration in the sector.”  
**– Roshida Khanom, Senior Beauty and Personal Care Analyst**

This report looks at the following areas:

- Lack of E-cigarette brands in the smoking cessation sector
- NRT can be used in conjunction with E-cigarettes

The smoking cessation sector is estimated to have risen in value in 2016, after a couple of years of disappointing sales performance. An increase in advertising spend as well as a rise in NPD (New Product Development) in 2016 have contributed to the rise in value sales. Growth in the E-cigarette sector has slowed down in recent years as fewer new users enter the sector.

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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 facts

The implications

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Value of the smoking cessation sector shows recovery  
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## Key Players – What You Need to Know

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- NiQuitin sees biggest rise in market share
- Renewed NPD in smoking cessation sector
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Nielsen Ad Intel coverage

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- Flavour is the biggest driver for E-cigarettes
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### Appendix – Data Sources, Abbreviations and Supporting Information

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