

# Nicotine Replacement Therapy Market on Steady Rise: Projected to Reach \$5.9 Billion by 2031

PORTLAND, OR, UNITED STATES, June 20, 2025 /EINPresswire.com/ -- The global [nicotine replacement therapy \(NRT\) market](#) is witnessing significant growth, driven by rising health awareness, regulatory support, and technological advancements. Valued at \$2.7 billion in 2021, the market is projected to reach \$5.9 billion by 2031, growing at a CAGR of 8.3% from 2022 to 2031, according to Allied Market Research.



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## What is Nicotine Replacement Therapy?

Nicotine replacement therapy is a clinically approved treatment designed to help individuals quit smoking or stop chewing tobacco by providing controlled doses of nicotine through products like gums, patches, and lozenges. These alternatives help reduce withdrawal symptoms and cravings, thereby increasing the success rate of quitting tobacco.

## Key Growth Drivers

**Rising Tobacco Addiction and Awareness:** A growing number of individuals addicted to smoking or chewing tobacco are now seeking ways to quit. This behavioral shift is significantly contributing to the demand for NRT products.

**Increase in Tobacco-Related Illnesses:** Tobacco use is a major cause of cancer, heart disease, and respiratory issues. According to WHO, 1.9 million people die annually from tobacco-induced heart disease, emphasizing the urgent need for cessation aids.

**Government Initiatives and Regulations:** Strict government actions, such as bans on smokeless tobacco and high taxation on cigarettes, are encouraging individuals to seek safer alternatives.

Healthcare Investments and Infrastructure: The growing number of hospitals, deaddiction centers, and improved access to healthcare globally supports the availability and distribution of NRT products.

#### Market Segmentation Insights

##### By Product:

Gums led the market in 2021 and are expected to maintain dominance, thanks to their convenience, affordability, and popularity as a tobacco-chewing alternative.

Other segments include lozenges, patches, and miscellaneous forms like sprays and inhalers.

##### By Sales Channel:

The offline segment held the largest share in 2021 due to widespread availability in pharmacies and retail stores.

However, online sales are gaining traction, driven by e-commerce growth and discreet purchasing options.

##### By Location:

Hospitals and deaddiction centers emerged as key hubs for nicotine therapy, given the professional support and treatment programs offered.

Home use is also on the rise, especially with OTC availability of gums and patches.

#### Regional Outlook

North America dominated the global NRT market in 2021, thanks to:

- A well-developed healthcare infrastructure

- High awareness levels

- The presence of leading players like Johnson & Johnson and Pfizer

Asia-Pacific is expected to grow at the fastest rate due to:

- A large population base

- Increased healthcare investments

- Rising cases of tobacco-related diseases

#### Competitive Landscape

Leading players are focusing on product innovation, strategic partnerships, and global expansion to strengthen their market positions. Key companies include:

GlaxoSmithKline plc

Johnson & Johnson Inc.

Pfizer Inc.

Cipla Limited

Fertin Pharma Ltd.

Zydus Cadila

Lucy Goods, Inc.

Sparsha Pharma International Pvt. Ltd.

#### Future Outlook

With rising healthcare awareness and the global push to reduce tobacco usage, the nicotine replacement therapy market is set for steady growth. Continuous product development, affordability, and increasing support from public health organizations are expected to fuel market expansion in the years ahead.

#### Summary at a Glance:

2021 Market Value: \$2.7 Billion

2031 Forecast: \$5.9 Billion

CAGR: 8.3% (2022–2031)

Top Region: North America

Fastest-Growing Region: Asia-Pacific

Leading Segment: Nicotine gums (by product), offline stores (by sales channel)

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