

## Smoking Cessation Products - US - March 2014

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"E-cigarettes are the latest threat to the smoking cessation products' market. Prior to the arrival and use of e-cigarettes, the introduction by private label manufacturers helped commoditize the market and erode dollar sales growth. Future innovation should focus on smaller, cheaper products that position these products in new distribution channels where most e-cigarettes are sold."

— Molly Maier, Category Manager

This report looks at the following areas:

- How do e-cigarettes threaten cessation product sales?
- Does distribution meet purchase patterns?
- Does private label fast-following stifle innovation?

Despite an overall decline in the number of smokers in the US, smoking cessation products continued to post moderate sales growth of \$95 million or 10% between 2008 and 2013. While established product forms within the market, such as patches, have lost some luster in the eyes of consumers, new forms such as mini-lozenges are breathing new life into the market and attracting great consumer interest. Despite these trends, growth is substantially hampered by the rapid release of look-alike products by private label manufacturers. This report also explores the role e-cigarettes (not approved by the FDA as a smoking cessation device, but often used as such by consumers) have played in the market, and the impact of this new product category on the cessation product marketplace.

This report explores the areas of the market that continue to grow and points out opportunities for and hindrances to further growth, including: demographic, social, and political factors that drive market growth, a segment-level opportunity analysis, retail channel strengths and weaknesses, and marketing strategies and consumer receptiveness to different types of online communication.

This report also features analysis of Mintel's exclusive consumer research, as well as the results of the Experian Marketing Services Simmons NHCS, covering topics such as smoker and quitter demographic profiles, difficulties encountered while quitting, attitudes toward existing smoking cessation product forms, factors that drive choice of one cessation product over another, and how race and Hispanic origin figure into use and attitudes.

This report builds on the analysis presented in Mintel's *Smoking Cessation Products – US, December 2012*, as well as the *March 2010* report of the same title, and *Cigarettes and Smoking Cessation Aids – US, March 2008*.

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