About Smoking Cessation Products

Smoking cessation products such as NRTs and e-cigarettes have proved useful in reducing the numbers of smokers worldwide. They can also be used to reduce smoking. A substantial number of smokers are now either quitting or trying to reduce smoking. This is because of increased awareness about the adverse effects of smoking; it is associated with a number of health hazards that can eventually lead to death. This is encouraging people to adopt smoking cessation products. Public awareness programs help create awareness about the hazards of smoking, and also the availability of products that help quit smoking. The analysts forecast the global smoking cessation products market to grow at a CAGR of 18.16% during the period 2016-2020.

Covered in this report

The report covers the present scenario and the growth prospects of the global smoking cessation products market for 2016-2020. To calculate the market size, the report considers the revenue generated from the sales of prescription, generic, off-label, and over-the-counter (OTC) products used for smoking cessation.

The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

The report, Global Thoracic Surgery Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- GlaxoSmithKline
- Imperial Tobacco
- NJOY
- Pfizer
- Reynolds American

Other prominent vendors

- 22nd Century Group
- Alkalon
- Altria Group
- Aradigm
- Arena Pharmaceuticals
- Ballantyne Brands
- British American Tobacco (BAT)
- CB Distributors
- Cytos Biotechnology
- Electronics Cigarettes International Group (Victory Electronic Cigarettes)
- Evotec
- Gamucci
- Japan Tobacco
- Johnson & Johnson
- LOGIC Technology
- NAL Pharmaceuticals
- Nicotek
- Novartis
- Revolymer
Market drivers
- High awareness of risks associated with tobacco use

Market challenges
- Relapse after treatment

Market trends
- Ban on tobacco advertisements

Key questions answered in this report
- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?
- GSK598809
- SEL-068
- ARD-1600

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