

Smoking ban to boost demand for NRT

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The smoking ban to be introduced across the UK is expected to bolster demand for NRT.

In 2005, the smoking ban in Italy and Spain became the catalyst for growth for NRT, driving sales by over 112% in Italy and 23% in Spain, whilst tobacco sales dropped compared to previous years, according to Euromonitor International.

New legislation aids quitting

Smoking bans have been the biggest challenge for tobacco manufacturers and according to Phillip Morris: “Quit rates go from 5% to 21% when smokers work in non-smoking environments”, indicating that discouraging smoking in social environments will inevitably hamper sales of tobacco and provide the motivation for smokers to quit.

In Scotland, the smoking ban created swift results. Within the first three days of the ban, the number of calls to smoke lines quadrupled, showing that the ban offers strong motivation for quitting. But going cold turkey is not always successful and the use of NRT to help wean dependence from nicotine has proven to work well.

The strongest link for NRT

The success of the smoking ban in the UK remains to be seen, but Euromonitor International believes that the ban will stimulate demand for NRT, forecasting a sales increase of 24% over the next three years. Euromonitor International's research also identifies an opportunity for NRT manufacturers to capture the demand of women who wish to stop smoking. Feminine packaging and a broader range of flavours of gum and lozenges could help create greater palatability, luring more women to try out the product and continue its use over the longer-term. Further, more can be done for the female-orientated segment in the form of raising awareness. Companies could develop joint alliances with leading cosmetics manufacturers to embrace the message that smoking can accelerate ageing, and provide a free patch or gum sample with the purchase of an anti-ageing cream to encourage consumers to try it.

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