As More Americans Aim To Quit, Smoking Cessation Products Set To Increase In Sales Mintel Report

Contributed by Mintel
Monday, 18 February 2013
Last Updated Tuesday, 03 September 2013

Time to start making those New Yearâ€™s resolutions, and if youâ€™re a smoker itâ€™s probably crossed your mind that 2013 should be the year you kick the habit. There are plenty ofÂ 'stop smoking'Â products on hand to help Americans quit smoking and according to a new report from Mintel on smoking cessation aids, people are expected to use them. Sales of smoking cessation products areÂ prodictedÂ to increase 3% from 2011-12, reaching $1 billion and they are expected to continue growth through 2017 reaching $1.2 billion in sales.

Emily Krol, health and wellness analyst at Mintel, said:

â€œAs more Americans put out their cigarettes, the market for smoking cessation products is expected to grow, despite challenging economic circumstances. However, smoking cessation brands face certain challenges. A declining number of smokers, as well as increased smoking bans and taxes on cigarettes are shrinking the market of potential users. Growth opportunities for this market will be found in product innovation and line extensions.â€•

While most people know the dangers of smoking, the addiction to nicotine isnâ€™t the only reason itâ€™s hard to drop the habit Sixty percent of Americans who currently smoke or have previously quit, say â€œitâ€™s hard to motivate myself to quit, becaus enjoy itâ€•; however, 60% say â€œhealth warnings about smoking scare me.â€• Nevertheless, nearly half (48%) feel strongly th they would be able to quit smoking at any time.

Moreover, among those Americans who have previously quit or are interested in quitting, more than four in 10 (41%) say gaining weight is their biggest challenge to quitting smoking. Of those concerned with weight gain, 54% are women versus 31% men.

â€œTo help with this challenge, smoking cessation brands can proactively provide healthy solutions and tips to help consumers feel more confident in their ability to quit smoking and keep their weight where they want it,â€• Emily Krol continues.

Of the anti-smoking products currently available, 41% of those interested in quitting say they are interested in trying OTC nicotine sprays, and 41% a prescription nicotine inhaler. Forty percent would go for OTC nicotine replacement lozenges and 38% are interested in nicotine-free cigarettes.

Of non-nicotine replacement based methods, 35% are interested in trying hypnosis, 34% acupuncture and some 37% would be interested in individual therapy or a support group specific for smoking. And, in this day and ageâ€¦thereâ€™s an app for that. Thirty percent of people are willing to try a quit smoking app on their smartphone or tablet.

While there is an endless supply of smoking cessation options already available ranging from patches to lozenges, it seems consumers have some ideas of their own for different formats to help curb the craving. Of those who have previously quit smoking or are interested in quitting, almost half (48%) would be interested in a nutrition bar or a drink that could help them quit smoking and 46% would like a lollipop with low amounts of nicotine.

When trying different products, itâ€™s very important to 61% of Americans who have previously quit or are interested in quitting that they arenâ€™t left with a craving, and 59% say they donâ€™t want it to be expensive. Meanwhile, 56% say they wa a product thatâ€™s easy to understand and 54% think itâ€™s very important it doesnâ€™t leave a bad taste in their mouth. Wh comes to support systems, one in five (25%) say itâ€™s very important to have an in-person support system or coach.

For more information, please contact Jennifer Ballard
Telephone: +1 312 628 7946 Email: press@mintel.com

Telephone: +44 (0) 20 7600 5703 Email: press@mintel.com