

# NRT Smoking Cessation Aids in South Korea

September 2025

Table of Contents

## NRT Smoking Cessation Aids in South Korea - Category analysis

## **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

NRT smoking cessation aids market stalls amid rise of e-cigarettes

Low demand and public support limit pharmacy sales of NRT smoking cessation aids

Nicorette gaining ground on leader, Nicostop

## PROSPECTS AND OPPORTUNITIES

Threat from e-vapour products

New entrant Endpuff challenges traditional NRT smoking cessation aids

Education and events drive NRT smoking cessation awareness in South Korea

#### **CATEGORY INDICATORS**

Table 1 - Number of Smokers by Gender 2020-2025

#### **CATEGORY DATA**

- Table 2 Sales of NRT Smoking Cessation Aids by Category: Value 2020-2025
- Table 3 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2020-2025
- Table 4 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2021-2025
- Table 5 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2022-2025
- Table 6 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2025-2030
- Table 7 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2025-2030

## Consumer Health in South Korea - Industry Overview

## **EXECUTIVE SUMMARY**

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

#### MARKET INDICATORS

- Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
- Table 9 Life Expectancy at Birth 2020-2025

# MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2020-2025
- Table 11 Sales of Consumer Health by Category: % Value Growth 2020-2025
- Table 12 NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 13 LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
- Table 15 Distribution of Consumer Health by Format: % Value 2020-2025
- Table 16 Distribution of Consumer Health by Format and Category: % Value 2025
- Table 17 Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

# **APPENDIX**

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

**DEFINITIONS** 

**SOURCES** 

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nrt-smoking-cessation-aids-in-south-korea/report.