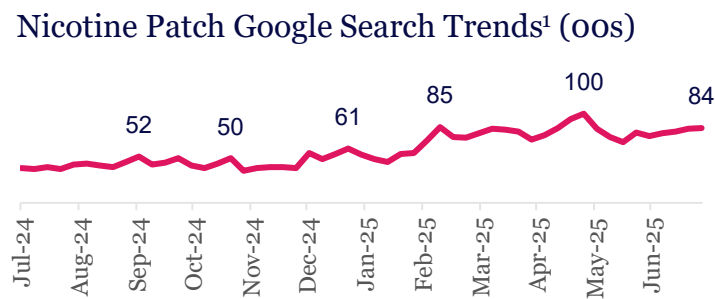


From Smoking Cessation to Health Aid: Did Nicotine Patches get a Hot New Rebrand?



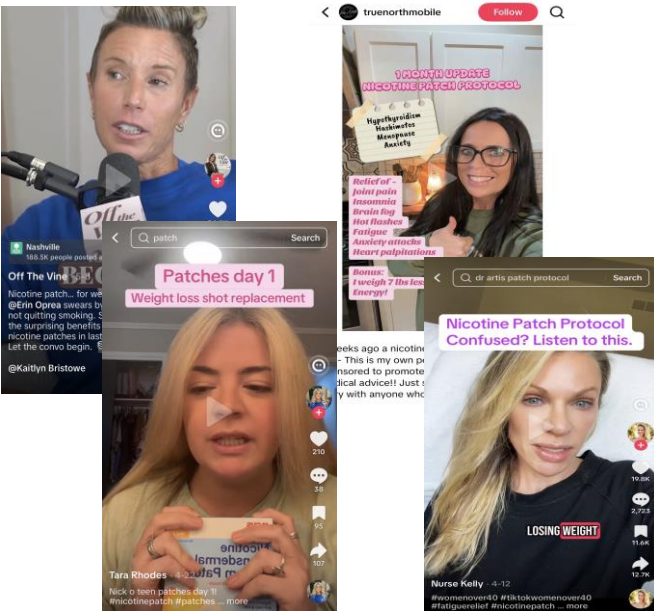
Stick It and Slim It?

Once a go-to for quitting smoking, nicotine patches are now trending for a very different reason: **health aide**. Fueled by viral TikToks and influencer buzz, these stick-ons are being unofficially rebranded as health aides and promotional slimming tools. But is this just another fleeting fad—or a risky twist on a product meant to help people quit? As the trend heats up, experts and users alike are asking: Did nicotine patches just get a hot new rebrand?

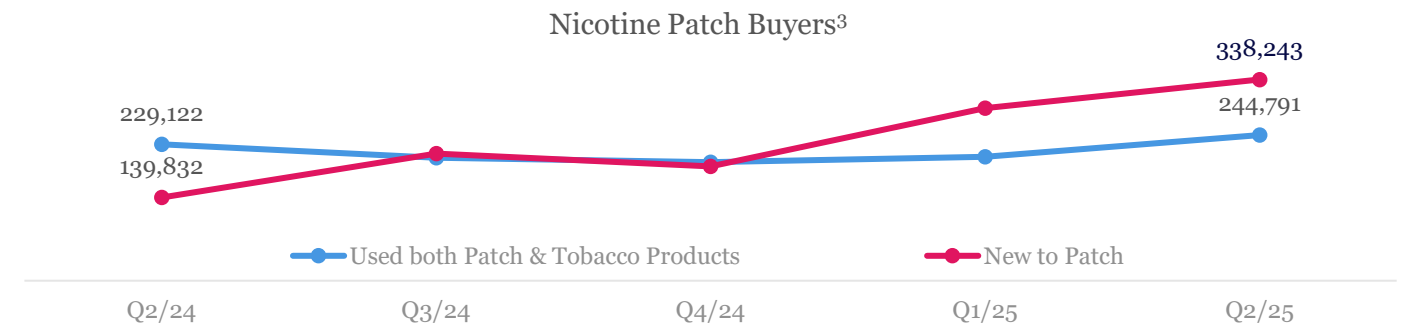


Nicotine Patch Google Search Rising Topics Trends²

Dr. Ardis nicotine patch protocol	Breakout
Nicotine patch protocol for weight loss	Breakout
Nicotine patches for weight loss	1300%
Nicotine patch for weight loss	1200%
Benefits of nicotine patch for non-smokers	800%



Newcomers taking over: Growth that's hard to ignore



New to Patch User facts that might just stick!

New Nicotine Patch Buyers³

72.3%
2+time buyers

High repeat purchasing beahvior

\$142.50
\$ Buy Rate

Significantly higher Value per buyer

3.9
Occ per buyer

Higher occassions per buyers

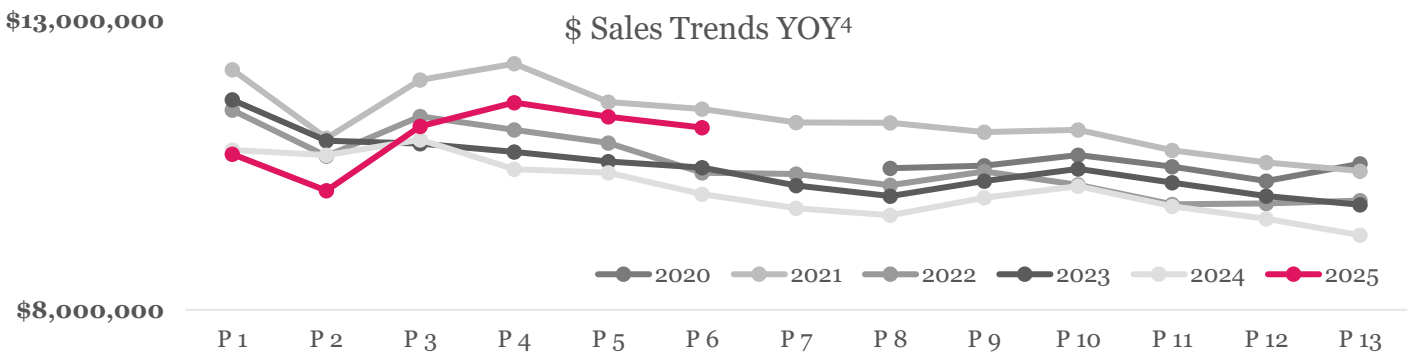
Source: [1] Google Search Trends 06.25 vs YA | [2] Tik Tok 'Nicotine Patch' search | [3] NIQ Expanded Omnishopper: L52 w.e 06.14.25 vs. YA

Sales are sticking too!

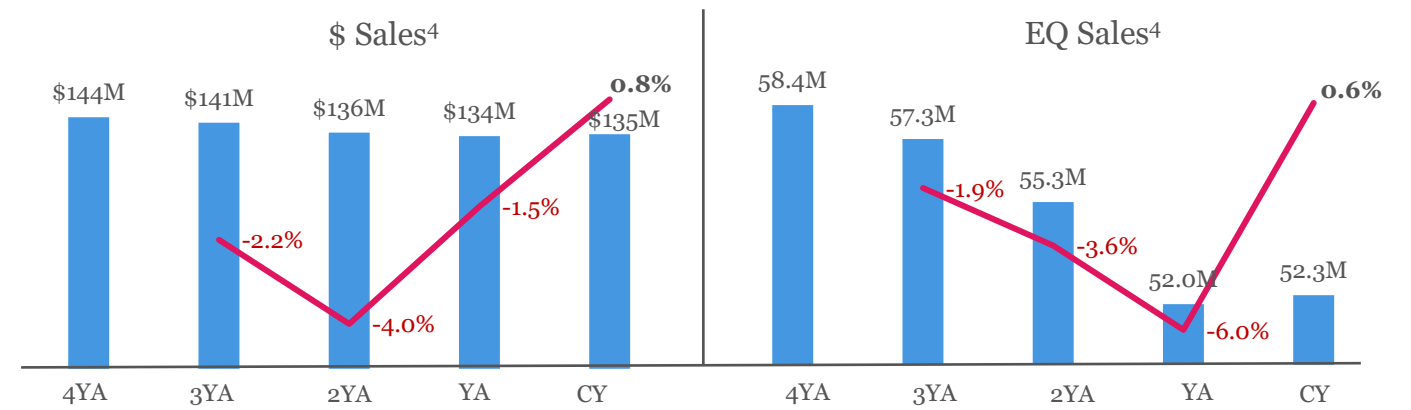
Buyers and sales volume are growing for the first time in years, but for entirely new reasons. Smaller brands are also making a big impact, proving it's not just about a big name. As consumers repurpose traditional products in unexpected ways, the nicotine patch resurgence shows just how powerful cultural trends and social media buzz can be in re-igniting growth. A re-invention or viral twist? either way, the patch is making a comeback!



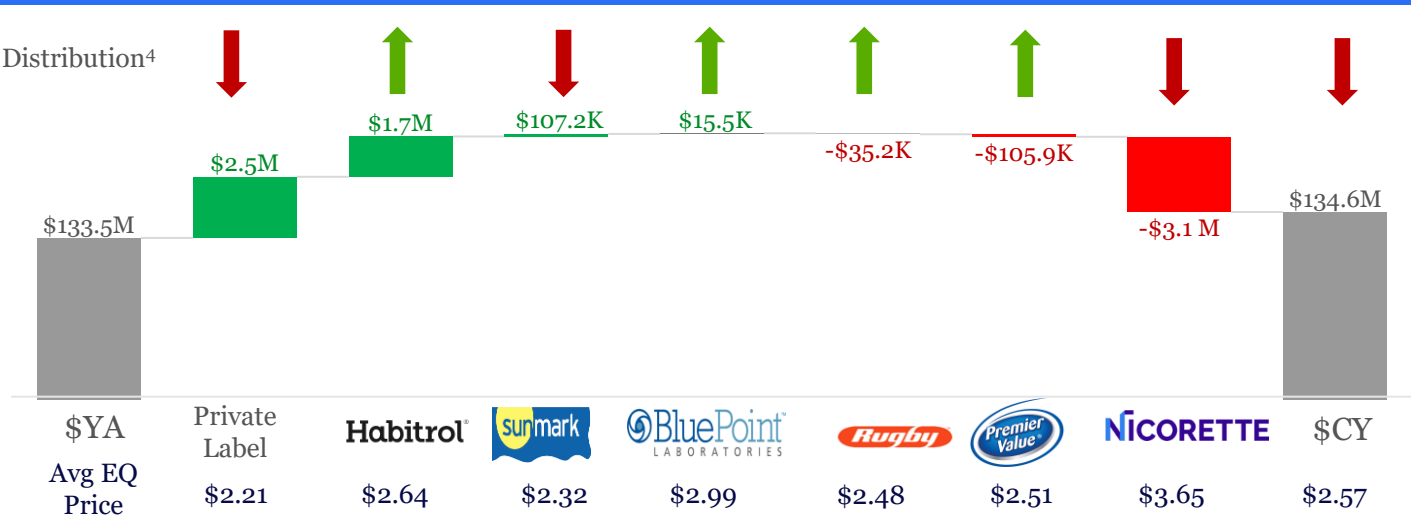
Talk about a mic drop – Nicotine Patch glow-up in 2025, pacing the growth of 2021!



Modest rebound leads to a bold statement: CY shifts speaks volumes



Small but mighty: smaller brands driving overall growth



Go Deeper - The insights here shine a light on a consumer group that's quietly making waves—and could be a golden opportunity for manufacturers ready to lean in. Curious about how to connect with this emerging audience or want to dig deeper into the data? Let's chat! I'd love to share more.
Tamara Thorpe: tamara.thorpe@nielseniq.com



Source: [4] NIQ RMS: US PMI: Tobacco and Tobacco Alternatives: L52w.e 07.19.25 vs. YA, 2YA, 3YA, 4YA (where applicable)