

Electronic Cigarette Market by Product Type (Disposable, Rechargeable, and Modular), Flavor (Tobacco, Botanical, Fruit, Sweet, Beverage, and Others) and Distribution Channel (Specialist E-Cig Shops, Online, Supermarkets, Tobacconist, and Others) - Global Opportunity Analysis and Industry Forecast, 2017-2023

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Abstracts

The global electronic cigarette market is expected to garner \$26,839 million by 2023, from \$8,610 million in 2016, registering a CAGR of 17.4% from 2017 to 2023. An electronic cigarette is a battery-operated device that emanates dosages of vaporized nicotine or non-nicotine solutions for the user. It aims to provide a similar sensation to inhaling tobacco smoke, without the smoke. Electronic cigarettes are marketed as e-cigarettes, e-cigs, electronic nicotine delivery systems, vaporizer cigarettes, and vape pens. Various smokers opt to electronic cigarette as a way to stop or cut down on smoking.

Electronic cigarette provides consumers with smoke and ash less vaping, thereby making it socially acceptable. Electronic cigarette is less harmful than regular cigarette, which causes reduced health issues as compared to tobacco smoking thereby driving the market growth. Change in lifestyle and preferences, and increased affluence of people in emerging economies is further anticipated to driving the growth of market. Moreover, tobacco manufacturers are focusing on new technology development, which has created significant importance for electronic cigarette. Electronic cigarette manufacturers invest more in technology to sustain in the competitive space to make their products stand ahead of their competitors. Thus, rise in development and innovations of e-cigarette and vapor technology is expected to propel the market growth during the forecast period. However, stringent government rules & regulations on

manufacturing of e-cigarette and rise in the number of reported adverse events restrain the market growth.

The global electronic cigarette market is segmented based on product type, flavor, distribution channel, and region. Based on product type, the market is divided into disposable, rechargeable, and modular. Flavor in electronic cigarette includes tobacco, botanical, fruit, sweet, beverage, and others. Based on distribution channel the market is categorized into specialist e-cig shops, online, supermarkets, tobacconist, and others. The market is analyzed based on region into North America, Europe, Asia-Pacific, and LAMEA.

The major players profiled in this study include

Altria Group

British American Tobacco

Imperial Brands

International Vapor Group

Japan Tobacco

Nicotek LLC

Njoy Inc.

Philip Morris International Inc.

Reynolds American Inc.

Vmr Flavours LLC

KEY BENEFITS FOR STAKEHOLDERS

The report provides an in-depth analysis of the current trends, drivers, and dynamics of the global electronic cigarette market to elucidate the prevailing opportunities and potential investment pockets.

It offers qualitative trends as well as quantitative analysis for the period of

2016?2023 to assist stakeholders to understand the market scenario.

In-depth analysis of the key segments demonstrates the product types of electronic cigarette.

Competitive intelligence of the industry highlights the business practices followed by key players across geographies as well as the prevailing market opportunities.

The key players in the market are profiled along with their strategies and developments to understand the competitive outlook of the industry.

KEY MARKET SEGMENTS

By Product Type

Disposable

Rechargeable

Modular

By Flavor

Tobacco

Botanical

Fruit

Sweet

Beverage

Others

By Distribution Channel

Specialist E-cig Shops

Online

Supermarkets

Tobacconist

Others

By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Malaysia

South Korea

India

Australia

Rest of Asia-Pacific

LAMEA

Costa Rica

Paraguay

Israel

South Africa

Rest of LAMEA

KEY PLAYERS

Electronic Cigarettes International Group, Ltd.

Dongguan Wismec Electronics Co., Ltd.

iPV Vaping Technology

Logic Technology Development LLC.

White Cloud Electronic Cigarettes

VOLCANO

Shenzhen Fest Technology Co., Ltd.

Lifestyle Cig.

Innokin

AVAIL Vapor

(The aforementioned companies have not been profiled in the report, but can be included on request.)

Contents

CHAPTER 1 INTRODUCTION

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS
- 1.3. KEY MARKET SEGMENTS
- 1.4. RESEARCH METHODOLOGY
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1. KEY FINDINGS OF THE STUDY
- 2.2. CXO PERSPECTIVES

CHAPTER 3 MARKET OVERVIEW

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. PORTERS FIVE FORCES ANALYSIS
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Bargaining Power of Buyers
 - 3.3.3. Threat of New Entrants
 - 3.3.4. Threat of Substitutes
 - 3.3.5. Intensity of Competitive Rivalry
- 3.4. MARKET DYNAMICS
 - 3.4.1. Drivers
 - 3.4.1.1. Advancement in technology
 - 3.4.1.2. Electronic cigarette serves as safer alternative than tobacco cigarette
 - 3.4.2. Restraints
 - 3.4.2.1. Implementation of strict legal framework on electronic cigarette
 - 3.4.2.2. Risks associated with the use of electronic cigarettes and reported incidents
 - 3.4.3. Opportunities
 - 3.4.3.1. High untapped market potential in the emerging economies
- 3.5. PATENT ANALYSIS

- 3.5.1. Patent Analysis, by Year
- 3.5.2. Patent Analysis, by Country
- 3.5.3. Patent Analysis, by Company
- 3.6. MARKET SHARE ANALYSIS, 2016-2023 (%)

CHAPTER 4 ELECTRONIC CIGARETTE MARKET, BY PRODUCT

4.1. INTRODUCTION

- 4.1.1. Market Size and Forecast

4.2. DISPOSABLE

- 4.2.1. Key Market Trends, Growth Factors, and Opportunities
- 4.2.2. Market Size and Forecast, By Region

4.3. RECHARGEABLE

- 4.3.1. Key Market Trends, Growth Factors, and Opportunities
- 4.3.2. Market Size and Forecast, By Region

4.4. MODULAR

- 4.4.1. Key Market Trends, Growth Factors, and Opportunities
- 4.4.2. Market Size and Forecast, By Region

CHAPTER 5 ELECTRONIC CIGARETTE MARKET, BY FLAVOR

5.1. INTRODUCTION

- 5.1.1. Market Size and Forecast

5.2. TOBACCO

- 5.2.1. Key Market Trends, Growth Factors, and Opportunities
- 5.2.2. Market Size and Forecast, By Region

5.3. BOTANICAL

- 5.3.1. Key Market Trends, Growth Factors, and Opportunities
- 5.3.2. Market Size and Forecast, By Region

5.4. FRUIT

- 5.4.1. Key Market Trends, Growth Factors, and Opportunities
- 5.4.2. Market Size and Forecast, By Region

5.5. SWEET

- 5.5.1. Key Market Trends, Growth Factors, and Opportunities
- 5.5.2. Market Size and Forecast, By Region

5.6. BEVERAGE

- 5.6.1. Key Market Trends, Growth Factors, and Opportunities
- 5.6.2. Market Size and Forecast, By Region

5.7. OTHERS

- 5.7.1. Key Market Trends, Growth Factors, and Opportunities
- 5.7.2. Market Size and Forecast, By Region

CHAPTER 6 ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL

6.1. INTRODUCTION

- 6.1.1. Market Size and Forecast

6.2. SPECIALIST E-CIG SHOPS

- 6.2.1. Key Market Trends, Growth Factors, and Opportunities
- 6.2.2. Market Size and Forecast, By Region

6.3. ONLINE

- 6.3.1. Key Market Trends, Growth Factors, and Opportunities
- 6.3.2. Market Size and Forecast, By Region

6.4. SUPERMARKETS

- 6.4.1. Key Market Trends, Growth Factors, and Opportunities
- 6.4.2. Market Size and Forecast, By Region

6.5. TOBACCONIST

- 6.5.1. Key Market Trends, Growth Factors, and Opportunities
- 6.5.2. Market Size and Forecast, By Region

6.6. OTHERS

- 6.6.1. Key Market Trends, Growth Factors, and Opportunities
- 6.6.2. Market Size and Forecast, By Region

CHAPTER 7 ELECTRONIC CIGARETTE MARKET, BY GEOGRAPHY

7.1. INTRODUCTION

- 7.1.1. Market Size and Forecast

7.2. NORTH AMERICA

- 7.2.1. Key Market Trends, Growth Factors, and Opportunities
- 7.2.2. Market Size and Forecast

7.2.3. U.S.

- 7.2.3.1. Market Size and Forecast, By Product
- 7.2.3.2. Market Size and Forecast, By Flavor
- 7.2.3.3. Market Size and Forecast, By Distribution Channel

7.2.4. Canada

- 7.2.4.1. Market Size and Forecast, By Product
- 7.2.4.2. Market Size and Forecast, By Flavor
- 7.2.4.3. Market Size and Forecast, By Distribution Channel

7.3. EUROPE

- 7.3.1. Key Market Trends, Growth Factors, and Opportunities
- 7.3.2. Market Size and Forecast
- 7.3.3. UK
 - 7.3.3.1. Market Size and Forecast, By Product
 - 7.3.3.2. Market Size and Forecast, By Flavor
 - 7.3.3.3. Market Size and Forecast, By Distribution Channel
- 7.3.4. Germany
 - 7.3.4.1. Market Size and Forecast, By Product
 - 7.3.4.2. Market Size and Forecast, By Flavor
 - 7.3.4.3. Market Size and Forecast, By Distribution Channel
- 7.3.5. France
 - 7.3.5.1. Market Size and Forecast, By Product
 - 7.3.5.2. Market Size and Forecast, By Flavor
 - 7.3.5.3. Market Size and Forecast, By Distribution Channel
- 7.3.6. Italy
 - 7.3.6.1. Market Size and Forecast, By Product
 - 7.3.6.2. Market Size and Forecast, By Flavor
 - 7.3.6.3. Market Size and Forecast, By Distribution Channel
- 7.3.7. Spain
 - 7.3.7.1. Market Size and Forecast, By Product
 - 7.3.7.2. Market Size and Forecast, By Flavor
 - 7.3.7.3. Market Size and Forecast, By Distribution Channel
- 7.3.8. Rest of Europe
 - 7.3.8.1. Market Size and Forecast, By Product
 - 7.3.8.2. Market Size and Forecast, By Flavor
 - 7.3.8.3. Market Size and Forecast, By Distribution Channel
- 7.4. ASIA-PACIFIC
 - 7.4.1. Key Market Trends, Growth Factors, and Opportunities
 - 7.4.2. Market Size and Forecast
 - 7.4.3. China
 - 7.4.3.1. Market Size and Forecast, By Product
 - 7.4.3.2. Market Size and Forecast, By Flavor
 - 7.4.3.3. Market Size and Forecast, By Distribution Channel
 - 7.4.4. Malaysia
 - 7.4.4.1. Market Size and Forecast, By Product
 - 7.4.4.2. Market Size and Forecast, By Flavor
 - 7.4.4.3. Market Size and Forecast, By Distribution Channel
 - 7.4.5. South Korea
 - 7.4.5.1. Market Size and Forecast, By Product

- 7.4.5.2. Market Size and Forecast, By Flavor
- 7.4.5.3. Market Size and Forecast, By Distribution Channel

7.4.6. India

- 7.4.6.1. Market Size and Forecast, By Product
- 7.4.6.2. Market Size and Forecast, By Flavor
- 7.4.6.3. Market Size and Forecast, By Distribution Channel

7.4.7. Australia

- 7.4.7.1. Market Size and Forecast, By Product
- 7.4.7.2. Market Size and Forecast, By Flavor
- 7.4.7.3. Market Size and Forecast, By Distribution Channel

7.4.8. Rest of Asia-Pacific

- 7.4.8.1. Market Size and Forecast, By Product
- 7.4.8.2. Market Size and Forecast, By Flavor
- 7.4.8.3. Market Size and Forecast, By Distribution Channel

7.5. LAMEA

7.5.1. Key Market Trends, Growth Factors, and Opportunities

7.5.2. Market Size and Forecast

7.5.3. Costa Rica

- 7.5.3.1. Market Size and Forecast, By Product
- 7.5.3.2. Market Size and Forecast, By Flavor
- 7.5.3.3. Market Size and Forecast, By Distribution Channel

7.5.4. Paraguay

- 7.5.4.1. Market Size and Forecast, By Product
- 7.5.4.2. Market Size and Forecast, By Flavor
- 7.5.4.3. Market Size and Forecast, By Distribution Channel

7.5.5. Israel

- 7.5.5.1. Market Size and Forecast, By Product
- 7.5.5.2. Market Size and Forecast, By Flavor
- 7.5.5.3. Market Size and Forecast, By Distribution Channel

7.5.6. South Africa

- 7.5.6.1. Market Size and Forecast, By Product
- 7.5.6.2. Market Size and Forecast, By Flavor
- 7.5.6.3. Market Size and Forecast, By Distribution Channel

7.5.7. Rest of LAMEA

- 7.5.7.1. Market Size and Forecast, By Product
- 7.5.7.2. Market Size and Forecast, By Flavor
- 7.5.7.3. Market Size and Forecast, By Distribution Channel

CHAPTER 8 COMPANY PROFILES

8.1. ALTRIA GROUP

- 8.1.1. Company Overview
- 8.1.2. Company Snapshot
- 8.1.3. Operating Business Segments
- 8.1.4. Business Performance
- 8.1.5. Key Strategic Moves and Developments

8.2. BRITISH AMERICAN TOBACCO

- 8.2.1. Company Overview
- 8.2.2. Company Snapshot
- 8.2.3. Operating Business Segments
- 8.2.4. Business Performance
- 8.2.5. Key Strategic Moves and Developments

8.3. IMPERIAL BRANDS

- 8.3.1. Company Overview
- 8.3.2. Company Snapshot
- 8.3.3. Operating Business Segments
- 8.3.4. Business Performance
- 8.3.5. Key Strategic Moves and Developments

8.4. INTERNATIONAL VAPOR GROUP

- 8.4.1. Company Overview
- 8.4.2. Company Snapshot
- 8.4.3. Operating Business Segments
- 8.4.4. Business Performance
- 8.4.5. Key Strategic Moves and Developments

8.5. JAPAN TOBACCO

- 8.5.1. Company Overview
- 8.5.2. Company Snapshot
- 8.5.3. Operating Business Segments
- 8.5.4. Business Performance
- 8.5.5. Key Strategic Moves and Developments

8.6. NICOTEK LLC

- 8.6.1. Company Overview
- 8.6.2. Company Snapshot
- 8.6.3. Operating Business Segments
- 8.6.4. Business Performance
- 8.6.5. Key Strategic Moves and Developments

8.7. NJOY INC.

- 8.7.1. Company Overview

- 8.7.2. Company Snapshot
- 8.7.3. Operating Business Segments
- 8.7.4. Business Performance
- 8.7.5. Key Strategic Moves and Developments
- 8.8. PHILIP MORRIS INTERNATIONAL INC.
 - 8.8.1. Company Overview
 - 8.8.2. Company Snapshot
 - 8.8.3. Operating Business Segments
 - 8.8.4. Business Performance
 - 8.8.5. Key Strategic Moves and Developments
- 8.9. REYNOLDS AMERICAN INC.
 - 8.9.1. Company Overview
 - 8.9.2. Company Snapshot
 - 8.9.3. Operating Business Segments
 - 8.9.4. Business Performance
 - 8.9.5. Key Strategic Moves and Developments
- 8.10. VMR FLAVOURS LLC
 - 8.10.1. Company Overview
 - 8.10.2. Company Snapshot
 - 8.10.3. Operating Business Segments
 - 8.10.4. Business Performance
 - 8.10.5. Key Strategic Moves and Developments

List Of Tables

LIST OF TABLES

TABLE 1. GLOBAL ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 2. DISPOSABLE ELECTRONIC CIGARETTE MARKET VALUE, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 3. RECHARGEABLE ELECTRONIC CIGARETTE MARKET VALUE, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 4. MODULAR ELECTRONIC CIGARETTE MARKET VALUE, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 5. GLOBAL ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 6. TOBACCO-BASED ELECTRONIC CIGARETTE MARKET, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 7. BOTANICAL-BASED ELECTRONIC CIGARETTE MARKET, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 8. FRUIT-BASED ELECTRONIC CIGARETTE MARKET, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 9. SWEET BASED ELECTRONIC CIGARETTE MARKET, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 10. BEVERAGE BASED ELECTRONIC CIGARETTE MARKET, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 11. OTHERS ELECTRONIC CIGARETTE MARKET, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 12. GLOBAL ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 13. ELECTRONIC CIGARETTE MARKET FOR SPECIALIST E-CIG SHOPS, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 14. ELECTRONIC CIGARETTE MARKET FOR ONLINE CHANNEL, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 15. ELECTRONIC CIGARETTE MARKET FOR SUPERMARKETS, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 16. ELECTRONIC CIGARETTE MARKET FOR TOBACCONIST, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 17. ELECTRONIC CIGARETTE MARKET FOR OTHER CHANNELS, BY GEOGRAPHY, 2015-2023 (\$MILLION)

TABLE 18. ELECTRONIC CIGARETTE MARKET, BY GEOGRAPHY, 2015-2023

(\$MILLION)

TABLE 19. NORTH AMERICA ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 20. NORTH AMERICA ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 21. NORTH AMERICA ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 22. NORTH AMERICA ELECTRONIC CIGARETTE MARKET, BY COUNTRY, 2015-2023 (\$MILLION)

TABLE 23. U.S. ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 24. U.S. ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 25. U.S. ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 26. CANADA ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 27. CANADA ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 28. CANADA ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 29. EUROPE ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 30. EUROPE ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 31. EUROPE ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 32. EUROPE ELECTRONIC CIGARETTE MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 33. UK ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 34. UK ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 35. UK ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 36. GERMANY ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 37. GERMANY ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 38. GERMANY ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 39. FRANCE ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 40. FRANCE ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 41. FRANCE ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 42. ITALY ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 43. ITALY ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 44. ITALY ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 45. SPAIN ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 46. SPAIN ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 47. SPAIN ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 48. REST OF EUROPE ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 49. REST OF EUROPE ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 50. REST OF EUROPE ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 51. ASIA-PACIFIC ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 52. ASIA-PACIFIC ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 53. ASIA-PACIFIC ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 54. ASIA-PACIFIC ELECTRONIC CIGARETTE MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 55. CHINA ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 56. CHINA ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 57. CHINA ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION

CHANNEL, 2015-2023 (\$MILLION)

TABLE 58. MALAYSIA ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 59. MALAYSIA ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 60. MALAYSIA ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 61. SOUTH KOREA ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 62. SOUTH KOREA ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 63. SOUTH KOREA ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 64. INDIA ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 65. INDIA ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 66. INDIA ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 67. AUSTRALIA ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 68. AUSTRALIA ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 69. AUSTRALIA ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 70. REST OF ASIA-PACIFIC ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 71. REST OF ASIA-PACIFIC ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 72. REST OF ASIA-PACIFIC ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 73. LAMEA ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 74. LAMEA ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 75. LAMEA ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 76. LAMEA ELECTRONIC CIGARETTE MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 77. COSTA RICA ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 78. COSTA RICA ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 79. COSTA RICA ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 80. PARAGUAY ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 81. PARAGUAY ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 82. PARAGUAY ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 83. ISRAEL ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 84. ISRAEL ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 85. ISRAEL ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 86. SOUTH AFRICA ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 87. SOUTH AFRICA ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 88. SOUTH AFRICA ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 89. REST OF LAMEA ELECTRONIC CIGARETTE MARKET, BY PRODUCT, 2015-2023 (\$MILLION)

TABLE 90. REST OF LAMEA ELECTRONIC CIGARETTE MARKET, BY FLAVOR, 2015-2023 (\$MILLION)

TABLE 91. REST OF LAMEA ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL, 2015-2023 (\$MILLION)

TABLE 92. ALTRIA GROUP: COMPANY SNAPSHOT

TABLE 93. ALTRIA GROUP: OPERATING SEGMENTS

TABLE 94. BRITISH AMERICAN TOBACCO: COMPANY SNAPSHOT

TABLE 95. BRITISH AMERICAN TOBACCO: OPERATING SEGMENTS

TABLE 96. IMPERIAL BRANDS: COMPANY SNAPSHOT

TABLE 97. IMPERIAL BRANDS: OPERATING SEGMENTS

TABLE 98. INTERNATIONAL VAPOR GROUP: COMPANY SNAPSHOT

TABLE 99. INTERNATIONAL VAPOR GROUP: OPERATING SEGMENTS

TABLE 100. JAPAN TOBACCO: COMPANY SNAPSHOT

TABLE 101. JAPAN TOBACCO: OPERATING SEGMENTS

TABLE 102. NICOTEK LLC: COMPANY SNAPSHOT

TABLE 103. NICOTEK LLC: OPERATING SEGMENTS

TABLE 104. NJOY INC.: COMPANY SNAPSHOT

TABLE 105. NJOY INC.: OPERATING SEGMENTS

TABLE 106. PHILIP MORRIS INTERNATIONAL INC.: COMPANY SNAPSHOT

TABLE 107. PHILIP MORRIS INTERNATIONAL INC.: OPERATING SEGMENTS

TABLE 108. REYNOLDS AMERICAN INC.: COMPANY SNAPSHOT

TABLE 109. REYNOLDS AMERICAN INC.: OPERATING SEGMENTS

TABLE 110. VMR FLAVOURS LLC: COMPANY SNAPSHOT

TABLE 111. VMR FLAVOURS LLC: OPERATING SEGMENTS

List Of Figures

LIST OF FIGURES

- FIGURE 1. TOP INVESTMENT POCKETS, BY PRODUCT, 2016
- FIGURE 2. TOP WINNING STRATEGIES, 2014-2017 (%)
- FIGURE 3. TOP WINNING STRATEGIES, BY KEY COMPANY (2014-2017)
- FIGURE 4. LOW BARGAINING POWER OF SUPPLIERS
- FIGURE 5. LOW BARGAINING POWER OF BUYERS
- FIGURE 6. HIGH THREAT OF NEW ENTRANTS
- FIGURE 7. HIGH THREAT OF SUBSTITUTES
- FIGURE 8. MODERATE INTENSITY OF COMPETITIVE RIVALRY
- FIGURE 9. RELATIVE HARMS OF NICOTINE PRODUCTS
- FIGURE 10. INDIA SMOKING PREVALENCE, MALES (% OF ADULTS)
- FIGURE 11. CHINA SMOKING PREVALENCE, MALES (% OF ADULTS)
- FIGURE 12. PATENT ANALYSIS, BY YEAR, 2015-2017
- FIGURE 13. PATENT ANALYSIS, BY COUNTRY, 2015-2017(%)
- FIGURE 14. PATENT ANALYSIS, BY COMPANY, 2015-2017 (%)
- FIGURE 15. MARKET SHARE ANALYSIS, BY PRODUCT (%)
- FIGURE 16. MARKET SHARE ANALYSIS, BY FLAVOR (%)
- FIGURE 17. MARKET SHARE ANALYSIS, BY DISTRIBUTION CHANNEL (%)
- FIGURE 18. MARKET SHARE ANALYSIS, BY REGION, 2016-2023
- FIGURE 19. GLOBAL ELECTRONIC CIGARETTE MARKET SHARE, BY PRODUCT
- FIGURE 20. GLOBAL ELECTRONIC CIGARETTE MARKET SHARE, BY FLAVOR
- FIGURE 21. GLOBAL ELECTRONIC CIGARETTE MARKET SHARE, BY DISTRIBUTION CHANNEL
- FIGURE 22. ELECTRONIC CIGARETTE MARKET SHARE, BY GEOGRAPHY
- FIGURE 23. U.S. ELECTRONIC CIGARETTE MARKET, 2015-2023 (\$MILLION)
- FIGURE 24. CANADA ELECTRONIC CIGARETTE MARKET, 2015-2023 (\$MILLION)
- FIGURE 25. UK ELECTRONIC CIGARETTE MARKET, 2015-2023 (\$MILLION)
- FIGURE 26. GERMANY ELECTRONIC CIGARETTE MARKET, 2015-2023 (\$MILLION)
- FIGURE 27. FRANCE ELECTRONIC CIGARETTE MARKET, 2015-2023 (\$MILLION)
- FIGURE 28. ITALY ELECTRONIC CIGARETTE MARKET, 2015-2023 (\$MILLION)
- FIGURE 29. SPAIN ELECTRONIC CIGARETTE MARKET, 2015-2023 (\$MILLION)
- FIGURE 30. REST OF EUROPE ELECTRONIC CIGARETTE MARKET, 2015-2023 (\$MILLION)
- FIGURE 31. CHINA ELECTRONIC CIGARETTE MARKET, 2015-2023 (\$MILLION)
- FIGURE 32. MALAYSIA ELECTRONIC CIGARETTE MARKET, 2015-2023 (\$MILLION)
- FIGURE 33. SOUTH KOREA ELECTRONIC CIGARETTE MARKET, 2015-2023

(\$MILLION)

FIGURE 34. INDIA ELECTRONIC CIGARETTE MARKET, 2015-2023 (\$MILLION)

FIGURE 35. AUSTRALIA ELECTRONIC CIGARETTE MARKET, 2015-2023
(\$MILLION)

FIGURE 36. REST OF ASIA-PACIFIC ELECTRONIC CIGARETTE MARKET,
2015-2023 (\$MILLION)

FIGURE 37. COSTA RICA ELECTRONIC CIGARETTE MARKET, 2015-2023
(\$MILLION)

FIGURE 38. PARAGUAY ELECTRONIC CIGARETTE MARKET, 2015-2023
(\$MILLION)

FIGURE 39. ISRAEL ELECTRONIC CIGARETTE MARKET, 2015-2023 (\$MILLION)

FIGURE 40. SOUTH AFRICA ELECTRONIC CIGARETTE MARKET, 2015-2023
(\$MILLION)

FIGURE 41. REST OF LAMEA ELECTRONIC CIGARETTE MARKET, 2015-2023
(\$MILLION)

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