

Global Tobacco: Key Findings Part 3 – Vapour Products

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Abstracts

The vapour products category grew to over US\$6.5 billion in 2014 mainly due to significant growth in the US and Europe. Further rapid growth is likely, though not assured, with regulation, unclear public health messaging and potential excise taxation threatening to impede its development. Breakneck innovation also, in a sense, drives uncertainty as it is yet unclear which type of product will dominate in the medium to longer term.

Euromonitor International's Global Tobacco: Key Findings Part 3 – Vapour Products global briefing offers an insight into to the size and shape of the Tobacco market, highlighting major industry trends and categories as well as the factors affecting operating environment. It identifies the leading companies and brands, offers impartial, strategic analysis of key factors influencing the market - be they new product developments, legislative restrictions or pricing influences. Forecasts illustrate how the market is set to change and where it is headed.

Product coverage: Cigarettes, Cigarettes Including RYO Stick Equivalent, Cigars, Smokeless Tobacco, Smoking Tobacco, Vapour Devices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Tobacco market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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