

Global Tobacco: Key Findings Part II: Vapour Products

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Date: October 2017

Pages: 75

Price: US\$ 1,325.00 (Single User License)

ID: G54F60FA100EN

Abstracts

Growth in vapour products saw continuing deceleration in 2016, thanks to ongoing moderation in “traditional” e-cigarette categories – such as cig-a-likes and open systems - balanced by the rapid emergence of heated tobacco, Regulation, innovation and – perhaps most of all –demographic and consumer behavioural shifts, will determine the future balance of consumption in the wider category.

Euromonitor International's Global Tobacco: Key Findings Part II: 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, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco and Vapour Products.

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.

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