

Key Findings Part 2: Vapour Products

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Abstracts

Driven by the rapid expansion of heated tobacco in Japan and the emerging use of non cig-a-like closed systems, growth in vapour products re-accelerated in 2017. Regulation and innovation will determine the near-term shape of the global category while in the longer term vapour continues to be an agent of transformation for tobacco businesses.

Euromonitor International's Key Findings Part 2: 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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