

Smokeless Tobacco and Vapour Products in Hong Kong, China

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Abstracts

Vapour products continued to register growth in 2017, as it is still a relatively new category in Hong Kong. Vapour products are sold in various retail channels, and young consumers form a large customer group; especially as such products come in colourful, trendy packaging, whilst also being available in multiple flavours, such as apple and mint. The expansion of vaping cafés in Hong Kong towards the end of the review period further aroused the interest of young consumers.

Euromonitor International's Smokeless Tobacco and Vapour Products in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: Smokeless Tobacco, 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 Smokeless Tobacco and Vapour Products 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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