

# Vapour Devices in Australia

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## Abstracts

The first electronic cigarette was developed in Beijing, China in 2003 by medical practitioner and smoker, Hon Lik. Vapour products were first introduced into Australia in 2007 and there are now hundreds of brands of e-cigarettes and flavours of e-liquids available from both international and domestic stores due to the unregulated nature of the marketplace.

Euromonitor International's Vapour Devices in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, 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 2019 illustrate how the market is set to change.

**Product coverage:** Cig-a-likes, Heat-not-burn devices, Tank systems.

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

## Why buy this report?

Get a detailed picture of the Vapour Devices 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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