

# Vapour Devices in China

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## Abstracts

Vapour devices, which were invented by the Chinese in 2004, maintained robust growth over 2005-2009. Initially positioned as effective products to help people quit smoking and thanks to heavy television advertising, vapour devices attracted much attention and enjoyed significant media exposure in 2005. However, due to the constraint from the STMA and identity ambiguity, vapour devices experienced a slowdown in growth in 2006. Recognising the products potential abroad, vapour device...

Euromonitor International's Vapour Devices in 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 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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