

# Vapour Devices in France

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## Abstracts

The first traces of e-cigarettes go back to the second half of the 2000s, when some forerunners began to purchase first generation vapour devices on the web. Sales remained negligible until 2010, when channels other than internet retailing emerged, and progressively proposed second and third generation (tank e-cigarette) products. From 2009 to 2013 sales increased strongly, with triple-digit current value growth until 2013.

Euromonitor International's Vapour Devices in France 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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Executive Summary

Tobacco Is Increasingly Under Fire

the Latest Dynamic Products Also Exhibit Signs of Saturation

the Leaders Remain the Most Exposed, Whilst Outsiders Keep Their Heads Above Water

Small Distribution Channels Limit the Damage

Growing Pressure Will Be Put on Most Tobacco Products

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