

Vapour Devices in Hungary

https://marketpublishers.com/r/VC8C52EC2CBEN.html Date: August 2015 Pages: 27 Price: US\$ 990.00 (Single User License) ID: VC8C52EC2CBEN

Abstracts

Vapour devices were introduced into Hungary in 2006. The category steadily increased but it remained negligible for years, since most Hungarians were not aware of the products and there were only a few specialist shops where e-cigarettes were available. The introduction of a strict smoking ban in 2012 drew people's attention to vapour products and many smokers tried e-cigarettes.

Euromonitor International's Vapour Devices in Hungary 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.

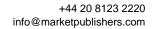


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Contents

Headlines Legislation Trends Distribution **Competitive Landscape** New Product Developments Summary 1 Vapour Products: New Product Launches Prospects Category Data Table 1 Sales of Vapour Devices by Category: Value 2009-2014 Table 2 Sales of Vapour Devices by Category: % Value Growth 2009-2014 Table 3 GBN Brand Rankings (GBO)/NBO of Tank System Charging and Vapourising Devices 2014 Table 4 GBN Brand Rankings (GBO)/NBO of E-liquids 2014 Table 5 Sales of Vapour Devices by Distribution Format: % Value 2009-2014 Table 6 Forecast Sales of Vapour Devices by Category: Value 2014-2019 Table 7 Forecast Sales of Vapour Devices by Category: % Value Growth 2014-2019 **Executive Summary Tobacco Continues To Decline** Ryo Tobacco and Cigarillos Gain at the Expense of Cigarettes Philip Morris Magyarország Gains Strength Amid Fierce Competition National Tobacco Stores Face Several Problems Legal Tobacco Will Continue To See Declining Sales **Operating Environment** Legislation Summary 2 Legislation Summary at a Glance Country-specific Legislation Minimum Legal Smoking Age Smoking Prevalence Table 8 Smoking Prevalence in Adult Population 2010-2014 Table 9 Number of Adult Smokers by Gender 2010-2014 Tar Levels Health Warnings Advertising and Sponsorship Point-of-sale Display Bans Smoking in Public Places Low Ignition Propensity (lip) Cigarette Regulation





Flavoured Tobacco Product Ban Plain Packaging 'reduced Harm' **Electronic Cigarettes** Litigation Death by Cause Table 10 Death by Cause 2010-2014 Taxation and Pricing **Duty Paid Packet Marks Taxation Rates** Table 11 Taxation and Duty Levies 2009-2014 Average Cigarette Pack Price Breakdown Table 12 Average Cigarette Pack Price Breakdown: Brand Examples Production/imports/exports Table 13 Trade Statistics: Tobacco Leaf 2009-2014 Illicit Trade in Cigarettes Market Indicators Table 14 Illicit Trade Estimate of Cigarettes: Volume 2009-2014 Market Data Table 15 Sales of Tobacco by Category: Volume 2009-2014 Table 16 Sales of Tobacco by Category: Value 2009-2014 Table 17 Sales of Tobacco by Category: % Volume Growth 2009-2014 Table 18 Sales of Tobacco by Category: % Value Growth 2009-2014 Table 19 Forecast Sales of Tobacco by Category: Volume 2014-2019 Table 20 Forecast Sales of Tobacco by Category: Value 2014-2019 Table 21 Forecast Sales of Tobacco by Category: % Volume Growth 2014-2019 Table 22 Forecast Sales of Tobacco by Category: % Value Growth 2014-2019 Sources

Summary 3 Research Sources



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