

Vapour Devices in Italy

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Abstracts

E-cigarettes have been present in Italy since 2007, although at that time this was only a niche category with just a few products available. Since then, the category grew exponentially until taxation increased dramatically in 2014, resulting in a collapse in sales.

Euromonitor International's Vapour Devices in Italy 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.

Contents

Headlines

Legislation

Trends

Distribution

Competitive Landscape

New Product Developments

Summary 1 Vapour Products: New Product Launches

Prospects

Category Data

Table 1 Number of Adult Vapers 2010-2014

Table 2 Sales of Vapour Devices by Category: Value 2009-2014

Table 3 Sales of Vapour Devices by Category: % Value Growth 2009-2014

Table 4 GBN Brand Rankings (GBO)/NBO of Disposable Cig-a-likes 2014

Table 5 GBN Brand Rankings (GBO)/NBO of Rechargeable Cig-a-likes (including Nicotine Cartridges) 2014

Table 6 GBN Brand Rankings (GBO)/NBO of Tank System Charging and Vapourising Devices 2014

Table 7 GBN Brand Rankings (GBO)/NBO of E-liquids 2014

Table 8 GBN Brand Rankings (GBO)/NBO of Heat-not-burn Devices 2014

Table 9 Sales of Vapour Devices by Distribution Format: % Value 2009-2014

Table 10 Forecast Sales of Vapour Devices by Category: Value 2014-2019

Table 11 Forecast Sales of Vapour Devices by Category: % Value Growth 2014-2019

Executive Summary

Sales Impacted by Rising Taxation

Philip Morris Launches Iqos

Growth of Electronic Cigarettes Comes To A Halt

Ryo Tobacco Continues To Grow

Illicit Trade Grows While Italian Production Declines

Operating Environment

Legislation

Summary 2 Legislation Summary at a Glance

Country-specific Legislation

Minimum Legal Smoking Age

Smoking Prevalence

Table 12 Smoking Prevalence in Adult Population 2010-2014

Table 13 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 14 Death by Cause 2010-2014

Taxation and Pricing

Duty Paid Packet Marks

Taxation Rates

Table 15 Taxation and Duty Levies 2009-2014

Average Cigarette Pack Price Breakdown

Table 16 Average Cigarette Pack Price Breakdown: Brand Examples (Pack of 20)

Production/imports/exports

Table 17 Trade Statistics: Cigarettes 2009-2014

Illicit Trade in Cigarettes

Market Indicators

Table 18 Illicit Trade Estimate of Cigarettes: Volume 2009-2014

Market Data

Table 19 Sales of Tobacco by Category: Volume 2009-2014

Table 20 Sales of Tobacco by Category: Value 2009-2014

Table 21 Sales of Tobacco by Category: % Volume Growth 2009-2014

Table 22 Sales of Tobacco by Category: % Value Growth 2009-2014

Table 23 Forecast Sales of Tobacco by Category: Volume 2014-2019

Table 24 Forecast Sales of Tobacco by Category: Value 2014-2019

Table 25 Forecast Sales of Tobacco by Category: % Volume Growth 2014-2019

Table 26 Forecast Sales of Tobacco by Category: % Value Growth 2014-2019

Definitions

Sources

Summary 3 Research Sources

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