

Vapour Devices in Peru

<https://marketpublishers.com/r/VE23F137385EN.html>

Date: August 2015

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: VE23F137385EN

Abstracts

Vapour devices first appeared in Peru in 2009, but consumer awareness of their existence and properties remains low. Euromonitor International estimates that there were only around 13,500 adult users of vapour devices in the country in 2014, as compared to 4.1 million adult cigarette smokers. One of the main reasons why these products are not more popular is that unit prices are quite high. Additionally, they are not widely available via store-based retail channels, with most products being...

Euromonitor International's Vapour Devices in Peru 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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Retail Volume Sales of Cigarettes Continue To Decline in Peru

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