

Vapour Devices in South Korea

<https://marketpublishers.com/r/V25B3642D51EN.html>

Date: October 2015

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: V25B3642D51EN

Abstracts

During 2014, vapour devices increased by 265% in current value terms. Under tank systems, both tank system challenging vapourising devices and e-liquids recorded remarkable current value growth rates in 2014, rising by 341% and 194% respectively. In particular, during the fourth quarter of 2014, sales of vapour devices suddenly soared after the South Korean government announced that it was about to increase the rate of taxation on tobacco by around 80% during 2015. Smokers have tried to shift...

Euromonitor International's Vapour Devices in South Korea 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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