

Vapour Devices in the US

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Abstracts

E-cigarettes in their most primitive form were first available in the US in 2007, however their sales were negligible until 2008. In the early years, vapour devices in the US were exclusively restricted to cig-a-likes, or first generation vapour devices. Tank systems (also called second and third generation e-cigarettes or mods), which have less resemblance to traditional cigarettes, were originally a device for more experienced users and hobbyists, but began to gain widespread popularity in...

Euromonitor International's Vapour Devices in USA 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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