

Vapour Products in Iran

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Abstracts

The Iranian government believes that vapour devices are more harmful than regular cigarettes and it communicates this message in mass media. There are some thoughts that the government makes a considerable amount of money from the tobacco monopoly each year and does not want to put this income at risk by promoting consumption of e-cigarettes.

Euromonitor International's Vapour Products in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, 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 2020 illustrate how the market is set to change.

Product coverage: Cig-a-likes, Heated Tobacco Products, 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 Products 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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