

Vapour Products in Japan

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Abstracts

Following the introduction of vapour products in 2013 and 2014, the category recorded significant growth in 2015, posting an increase of 143% in current value terms. In addition to generally attracting more consumers, the category also benefited from the improved distribution of Philip Morris' iQOS products in September 2015. While iQOS could initially only be purchased in the Nagoya area, in 2015 its distribution coverage was expanded to 12 major cities in Japan. In 2016, iQOS should be availab...

Euromonitor International's Vapour Products in Japan 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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Convenience Stores Remains the Largest Distribution Channel for Cigarettes

Cigarette Sales To Continue To Decline While Vapour Products Will Gain Further Ground

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