

Vapour Products in Pakistan

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Abstracts

Vapour products became increasingly widely available in major cities such as Islamabad and Rawalpindi towards the end of the review period, with these products increasingly attracting young adults. Many are attracted by the wide range of sweet flavours, such as chocolate, strawberry and bubble gum. In addition, many view vapour products as a healthier alternative to cigarettes, with many thus using these products in order to give up or reduce their consumption of cigarettes.

Euromonitor International's Vapour Products in Pakistan 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.



Contents

Headlines

Trends

Legislation

Competitive Landscape

New Product Developments

Summary 1 Vapour Products: New Product Launches

Distribution

Category Indicators

Table 1 Vaping Prevalence in Adult Population 2010-2015

Table 2 Number of Adult Vapers 2010-2015

Category Data

Table 3 Sales of Vapour Products by Category: Value 2014-2015

Table 4 Sales of Vapour Products by Category: % Value Growth 2014-2015

Table 5 Sales of Vapour Products by Distribution Format: % Value 2010-2015

Table 6 Forecast Sales of Vapour Products by Category: Value 2015-2020

Table 7 Forecast Sales of Vapour Products by Category: % Value Growth 2015-2020

Executive Summary

2015 Current Value Growth Driven by Tax Hikes and Trading Up

Strict Regulations Remain Poorly Unenforced in Many Areas

Pakistan Tobacco Further Extends Dominance

Distribution Varies Across Tobacco But Channels Offering Local Convenience Lead

Forecast Period Legislative Controls Difficult To Predict

Operating Environment

Legislation

Summary 2 Legislation Summary at a Glance

Smoking Prevalence

Tar Levels

Health Warnings

Minimum Legal Smoking Age

Advertising and Sponsorship

Smoking in Public Places

Flavoured Tobacco Product Ban

Plain Packaging

Electronic Cigarettes

Death by Cause

Table 8 Deaths by Cause 2011-2015

Production/imports/exports



Table 9 Trade Statistics: Tobacco Leaf 2010-2015

Legislation Appendix

Legislative Overview/fctc Ratification

Advertising and Sponsorship

Point-of-sale Display Bans

Low Ignition Propensity (lip) Cigarette Regulation

"reduced Harm"

Litigation

Market Indicators

Table 10 Illicit Trade Estimate of Cigarettes: Volume 2010-2015

Table 11 Smoking Prevalence in Adult Population 2010-2015

Table 12 Number of Adult Smokers by Gender 2010-2015

Market Data

Table 13 Sales of Tobacco by Category: Volume 2010-2015

Table 14 Sales of Tobacco by Category: Value 2010-2015

Table 15 Sales of Tobacco by Category: % Volume Growth 2010-2015

Table 16 Sales of Tobacco by Category: % Value Growth 2010-2015

Table 17 Forecast Sales of Tobacco by Category: Volume 2015-2020

Table 18 Forecast Sales of Tobacco by Category: Value 2015-2020

Table 19 Forecast Sales of Tobacco by Category: % Volume Growth 2015-2020

Table 20 Forecast Sales of Tobacco by Category: % Value Growth 2015-2020

Definitions

Sources

Summary 3 Research Sources



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