

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.

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