

# Electronic Cigarette - Global Market Outlook (2017-2026)

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## Abstracts

According to Statistics MRC, the Global Electronic Cigarette Market is accounted for \$9.39 billion in 2017 and is expected to reach \$58.32 billion by 2026 growing at a CAGR of 22.5% during the forecast period. Growing awareness towards harmful effects of smoking traditional cigarettes are few of factor fuelling the market growth. However, lack of information provided by the manufacturers regarding safety, use, and maintenance of devices are restricting the market growth.

E-cigarettes are devices that operate by heating a liquid solution to a high enough temperature so that it produces an aerosol that is inhaled. Solutions, sometimes called e-liquids, typically include nicotine, flavoring and a humectant, such as propylene glycol, to retain moisture and create an aerosol when heated. Many of the flavorings and humectants used in e-liquids have been approved by the Food and Drug Administration for oral consumption, but not for inhalation, due to the lack of research regarding the safety of these compounds when inhaled.

Based on distribution channel, online channels segment is having a huge demand, owing to the increasing adoption of e-commerce. By Geography, Europe is estimated to have a lucrative growth in emerging countries such as U.K., France, and Russian markets due to increasing seven traditional cigarette smokers classify themselves as current e-cigarette smokers.

Some of the key players profiled in the Electronic Cigarette market include Philip Morris International, Healthier Choices Management Corp, MCIG Inc., ITC Limited, Altria Group Inc., British American Tobacco plc, Japan Tobacco, Inc., J WELL France, Imperial Tobacco Group, Nicotek LLC, Njoy Inc., International Vapor Group, Reynolds American Inc and Vmr Flavours LLC.

#### Products Covered:

Cig-A-Like

Completely Disposable Model

Modular

Next-Generation

Personalized Vaporizer

Rechargeable

Rechargeable but Disposable Cartomizer

T-Vapor

Vape Mod

Vaporizer

#### Aftermarkets Covered:

Battery & Charger

Refill

Other Aftermarkets

#### Distribution Channels Covered:

Online

Specialist E-Cig Shops

Supermarkets and Hypermarkets

Tobacconist

Vape Shops

Other Distribution Channels

Age-Groups Covered:

16-24

25-34

35-44

45-54

55-65

65+

Battery Modes Covered:

Automatic E-Cigarette

Manual E-Cigarette

Genders Covered:

Female

Male

Regions Covered:

## North America

US

Canada

Mexico

## Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis etc.

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

#### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

##### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the clients interest (Note: Depends of feasibility check)

##### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Emerging Markets
- 3.8 Futuristic Market Scenario

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

### **5 GLOBAL ELECTRONIC CIGARETTE MARKET, BY PRODUCT**

- 5.1 Introduction
- 5.2 Cig-A-Like
  - 5.2.1 Disposable
  - 5.2.2 Rechargeable
- 5.3 Completely Disposable Model
- 5.4 Modular
- 5.5 Next-Generation
- 5.6 Personalized Vaporizer
- 5.7 Rechargeable
- 5.8 Rechargeable but Disposable Cartomizer
- 5.9 T-Vapor
  - 5.9.1 Heat-Not-Burn
  - 5.9.2 Infused
- 5.10 Vape Mod
- 5.11 Vaporizer
  - 5.11.1 Open Tank
  - 5.11.2 Closed System

## **6 GLOBAL ELECTRONIC CIGARETTE MARKET, BY AFTERMARKET**

- 6.1 Introduction
- 6.2 Battery & Charger
- 6.3 Refill
  - 6.3.1 Flavor
    - 6.3.1.1 Bakery/dessert
    - 6.3.1.2 Beverage
    - 6.3.1.3 Botanical
    - 6.3.1.4 Candy
    - 6.3.1.5 Fruit
    - 6.3.1.6 Menthol
    - 6.3.1.7 Menthol tobacco
    - 6.3.1.8 Savory/spice
    - 6.3.1.9 Sweet
    - 6.3.1.10 Tobacco
    - 6.3.1.11 Other Flavors
  - 6.3.2 Liquid Type
    - 6.3.2.1 Nicotine
    - 6.3.2.2 Non-Nicotine



## 6.4 Other Aftermarkets

# **7 GLOBAL ELECTRONIC CIGARETTE MARKET, BY DISTRIBUTION CHANNEL**

## 7.1 Introduction

## 7.2 Online

## 7.3 Specialist E-Cig Shops

## 7.4 Supermarkets and Hypermarkets

## 7.5 Tobacconist

## 7.6 Vape Shops

## 7.7 Other Distribution Channels

# **8 GLOBAL ELECTRONIC CIGARETTE MARKET, BY AGE-GROUP**

## 8.1 Introduction

## 8.2 16-24

## 8.3 25-34

## 8.4 35-44

## 8.5 45-54

## 8.6 55-65

## 8.7 65+

# **9 GLOBAL ELECTRONIC CIGARETTE MARKET, BY BATTERY MODE**

## 9.1 Introduction

## 9.2 Automatic E-Cigarette

## 9.3 Manual E-Cigarette

# **10 GLOBAL ELECTRONIC CIGARETTE MARKET, BY GENDER**

## 10.1 Introduction

## 10.2 Female

## 10.3 Male

# **11 GLOBAL ELECTRONIC CIGARETTE MARKET, BY GEOGRAPHY**

## 11.1 Introduction

## 11.2 North America

### 11.2.1 US

- 11.2.2 Canada
- 11.2.3 Mexico
- 11.3 Europe
  - 11.3.1 Germany
  - 11.3.2 UK
  - 11.3.3 Italy
  - 11.3.4 France
  - 11.3.5 Spain
  - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
  - 11.4.1 Japan
  - 11.4.2 China
  - 11.4.3 India
  - 11.4.4 Australia
  - 11.4.5 New Zealand
  - 11.4.6 South Korea
  - 11.4.7 Rest of Asia Pacific
- 11.5 South America
  - 11.5.1 Argentina
  - 11.5.2 Brazil
  - 11.5.3 Chile
  - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
  - 11.6.1 Saudi Arabia
  - 11.6.2 UAE
  - 11.6.3 Qatar
  - 11.6.4 South Africa
  - 11.6.5 Rest of Middle East & Africa

## **12 KEY DEVELOPMENTS**

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

## **13 COMPANY PROFILING**

- 13.1 Philip Morris International
- 13.2 Healthier Choices Management Corp
- 13.3 MCIG Inc.
- 13.4 ITC Limited
- 13.5 Altria Group Inc.
- 13.6 British American Tobacco plc
- 13.7 Japan Tobacco, Inc.
- 13.8 J WELL France
- 13.9 Imperial Tobacco Group
- 13.10 Nicotek Llc, Njoy Inc.
- 13.11 International Vapor Group
- 13.12 Reynolds American Inc.
- 13.13 Vmr Flavours Llc.

## List Of Tables

### LIST OF TABLES

- 1 Global Electronic Cigarette Market Outlook, By Region (2016-2026) (\$MN)
- 2 Global Electronic Cigarette Market Outlook, By Product (2016-2026) (\$MN)
- 3 Global Electronic Cigarette Market Outlook, By Cig-A-Like (2016-2026) (\$MN)
- 4 Global Electronic Cigarette Market Outlook, By Disposable (2016-2026) (\$MN)
- 5 Global Electronic Cigarette Market Outlook, By Rechargeable (2016-2026) (\$MN)
- 6 Global Electronic Cigarette Market Outlook, By Completely Disposable Model (2016-2026) (\$MN)
- 7 Global Electronic Cigarette Market Outlook, By Modular (2016-2026) (\$MN)
- 8 Global Electronic Cigarette Market Outlook, By Next-Generation (2016-2026) (\$MN)
- 9 Global Electronic Cigarette Market Outlook, By Personalized Vaporizer (2016-2026) (\$MN)
- 10 Global Electronic Cigarette Market Outlook, By Rechargeable (2016-2026) (\$MN)
- 11 Global Electronic Cigarette Market Outlook, By Rechargeable but Disposable Cartomizer (2016-2026) (\$MN)
- 12 Global Electronic Cigarette Market Outlook, By T-Vapor (2016-2026) (\$MN)
- 13 Global Electronic Cigarette Market Outlook, By Heat-Not-Burn (2016-2026) (\$MN)
- 14 Global Electronic Cigarette Market Outlook, By Infused (2016-2026) (\$MN)
- 15 Global Electronic Cigarette Market Outlook, By Vape Mod (2016-2026) (\$MN)
- 16 Global Electronic Cigarette Market Outlook, By Vaporizer (2016-2026) (\$MN)
- 17 Global Electronic Cigarette Market Outlook, By Open Tank (2016-2026) (\$MN)
- 18 Global Electronic Cigarette Market Outlook, By Closed System (2016-2026) (\$MN)
- 19 Global Electronic Cigarette Market Outlook, By Aftermarket (2016-2026) (\$MN)
- 20 Global Electronic Cigarette Market Outlook, By Battery & Charger (2016-2026) (\$MN)
- 21 Global Electronic Cigarette Market Outlook, By Refill (2016-2026) (\$MN)
- 22 Global Electronic Cigarette Market Outlook, By Flavor (2016-2026) (\$MN)
- 23 Global Electronic Cigarette Market Outlook, By Liquid Type (2016-2026) (\$MN)
- 24 Global Electronic Cigarette Market Outlook, By Other Aftermarkets (2016-2026) (\$MN)
- 25 Global Electronic Cigarette Market Outlook, By Distribution Channel (2016-2026) (\$MN)
- 26 Global Electronic Cigarette Market Outlook, By Online (2016-2026) (\$MN)
- 27 Global Electronic Cigarette Market Outlook, By Specialist E-Cig Shops (2016-2026) (\$MN)
- 28 Global Electronic Cigarette Market Outlook, By Supermarkets and Hypermarkets

(2016-2026) (\$MN)

29 Global Electronic Cigarette Market Outlook, By Tobacconist (2016-2026) (\$MN)

30 Global Electronic Cigarette Market Outlook, By Vape Shops (2016-2026) (\$MN)

31 Global Electronic Cigarette Market Outlook, By Other Distribution Channels  
(2016-2026) (\$MN)

32 Global Electronic Cigarette Market Outlook, By Age-Group (2016-2026) (\$MN)

33 Global Electronic Cigarette Market Outlook, By 16-24 (2016-2026) (\$MN)

34 Global Electronic Cigarette Market Outlook, By 25-34 (2016-2026) (\$MN)

35 Global Electronic Cigarette Market Outlook, By 35-44 (2016-2026) (\$MN)

36 Global Electronic Cigarette Market Outlook, By 45-54 (2016-2026) (\$MN)

37 Global Electronic Cigarette Market Outlook, By 55-65 (2016-2026) (\$MN)

38 Global Electronic Cigarette Market Outlook, By 65+ (2016-2026) (\$MN)

39 Global Electronic Cigarette Market Outlook, By Battery Mode (2016-2026) (\$MN)

40 Global Electronic Cigarette Market Outlook, By Automatic E-Cigarette (2016-2026)  
(\$MN)

41 Global Electronic Cigarette Market Outlook, By Manual E-Cigarette (2016-2026)  
(\$MN)

42 Global Electronic Cigarette Market Outlook, By Gender (2016-2026) (\$MN)

43 Global Electronic Cigarette Market Outlook, By Female (2016-2026) (\$MN)

44 Global Electronic Cigarette Market Outlook, By Male (2016-2026) (\$MN)

NOTE: The tables for North America, Europe, APAC, Middle East, Latin America, and Rest of the World Regions are also represented in the same manner as above.

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