

Global E-Cigarette Market Report: 2015 Edition

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Abstracts

E-cigarette, commonly called as E-cig, is a battery-powered device that gives inhaled doses of nicotine through vaporized solution, a substitute for traditional combustible tobacco products. The major difference between E-cigarettes and tobacco cigarettes is that an E-cig does not contain tobacco and no combustion takes place when used. The global E-cigarette market has grown considerably with different variants of E-cigarettes since its initial launch in 2007 in developed countries like the US and Europe.

The key factors which are anticipated to drive market growth include growth of E-cigarette users, associated consumer benefits of using E-cigarettes versus conventional cigarette, increasing personal income and low price of E-cigarette among others. Some of the noteworthy industry trends include consolidation in E-cigarette industry, manufacturers going for product differentiation and China to boost E-cigarette market. However, the industry remains threatened by certain challenges which include regulations and restrictions on E-cigarettes.

The report provides a comprehensive study of the global E-cigarette market and also major regional markets. The competition in the global E-cigarette market is highly fragmented, with large players like Reynolds's American, Imperial Tobacco Group and Altria Group. All these companies have been profiled in the present report highlighting their key financials and business strategies for growth.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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