

Global E-Cigarette & Vaporizer Market: forecast to 2027

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Global E-Cigarette & Vaporizer Market: Overview

The E-Cigarette (Electronic Cigarette) was first introduced in the year 2003, by Hon Lik in China and was available commercially in the market by 2006. The recognition of e-cigarettes touched instant base with the US and European markets. Since then this industry has been growing at a rapid pace convincing players from Tobacco industry and Pharmaceutical industry to implement several strategies to grow and sustain in the market. While top established tobacco players are securing their market positions with acquisitions and rolling out new brands. The Pharmaceutical monoliths have been acknowledged as opposing the rising trend of e-cigarettes in this fresh or fledgling market.

Global E-Cigarette & Vaporizer Market: Market Growth Influencer

The Global E-Cigarette & Vaporizer market has been mainly driven by a flurry of activities mainly including Mergers & Acquisitions, Patent Warfare, and increasing customization in products. Additionally, the emergence of Vape shops is engaging more users through their extensive variety of products and improved assistance while shopping the preferred products. However, the state and local government's proposals to charge heavy taxes on e-cigarettes is emerging as a key challenge for the Global E-Cigarette & Vaporizer market. Also, the compatibility issues and the unfettered manufacturing process in China are other restrictive factors in the e-cigarette market. The e-cigarette industry has come into limelight after 2012, when the tobacco giant Lorillard acquired the US based e-cigarette company, 'Blu Ecigs'. The market was then taken over by the top tobacco giants through a series of mergers & acquisitions which has brought immediate value to the fledgling market. The giants of tobacco companies has started competing aggressively by acquiring the top e-cigarettes brands and rolled out their own brands in the market with newer and advanced technological products. Furthermore, an overall non-uniformity of regulation and taxation policies has allowed large number of players to enter into the market.

Global E-Cigarette & Vaporizer Market: Market Segmentation

For the purpose of this study, MRFR has segmented The Global E-Cigarette & Vaporizer market into product type. On the basis of product type, the market is differentiated into disposable e-cigarette, rechargeable e-cigarette, ego and tanks, personal vaporizers and mods and others.

Global E-Cigarette & Vaporizer Market: Regional Analysis

Asia-Pacific- Asia Pacific prolongs to be the manufacturing center for e-cigarette industry, making the region a predictable player in the supply side. More than 78% of the global production of e-liquids and e-cigarettes is done in China. On the other hand, a major share of the production and manufacturing are meant for export to the US and European market. Many Asian countries are ranked very high in the global tobacco consumption and the government is taking initiatives to bring turn down in such country's smoking population.

North America- North America is considered as the largest revenue generator in the Global E-cigarette market, with a major share contributed by the US. The relentless growth of the market can be primarily credited to the non-uniformity of regulations and the growing perception of e-cigarettes as possible smoking Cessation aid. Moreover, the study of the competitive landscape

in the US has brought forward the occurrence of some of the giant e-cigarette brands which are rolled out by tobacco giants such as Philip Morris, Altria, and Lorillard and among others.

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Global E-Cigarette & Vaporizer Market: Key Players

The key players present in the Global E-Cigarette & Vaporizer Market Include Altria Group, INC, Ballantyne Brands, LLC, British American Tobacco Plc (Bat), CB Distributors, Bull Smoke, INC, Cigavette, Cleurette Electronic Cigarette Co, Cloudcig, Gamucci Electronic Cigarettes, Electronic Cigarettes International Group, Fontem Ventures, Fin Branding Group LLC and others.

Market Research Future introduces about Global E-Cigarette & Vaporizer Market during the forecast period 2017-2027 which mainly includes the growth drivers, trends and restraints and how the market will grow in the future across the globe. In this report, Market Research Future has focused on the current market scenario which includes market segmentation, market dynamics, and competitive landscape along with company profiles.

The reports also covers brief analysis of Geographical Region includes:

Americas

- North America (US, Canada)
- Latin America (Argentina, Brazil, Mexico, Rest of LATAM)

Europe

- Western Europe (Germany, France, Italy, Spain, U.K, Rest of Western Europe)
- Eastern Europe (Poland, Russia)

Asia – Pacific

- Asia (China, India, Japan, South Korea, Rest of Asia)
- Pacific Countries (Australia, New Zealand)

Middle East & Africa

- Middle East (Saudi, Qatar, UAE)
- Rest of Middle East (Africa, South Africa, Rest of Africa)

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