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United States E cigarettes Market 2016 Share, Trend, Segmentation and Forecast to 2020

E cigarettes United States Market to Reach $6.41 billion with 23.21% CAGR to 2022

PUNE, INDIA, July 11, 2016 /EINPresswire.com/ -- Soaring tobacco usage remained to be one of the single largest preventable cause of death and disease in the United States over the past decade. With the population of 318.9 million (Source: World Bank) in 2014, around 17.5% of US people were addicted to smoking, which approximately led to 0.48 million (Source: Centers for Disease Control and Prevention) deaths in the year.

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However, with the evolution of e-cigarettes in the US in 2006-07 along with the increasing awareness of ill-effect of traditional cigarettes have led to soaring demand for e-cigarettes, among both millennials and baby boomers in the region.
E-Cigarettes or Electronic Nicotine Delivery System (ENDS) are tobacco free devices/products which are being increasingly used by the people to quit smoking or for recreational use. They are actually vaporizers that do not burn tobacco but heat up a liquid. They are smoke free and even tobacco free but they do have liquid nicotine. The liquid inside the E-cigarettes contain liquid nicotine, flavoring agents, propylene glycol and some other additives. These devices are being reckoned as an alternative of conventional cigarettes that emits vaporized nicotine which is inhaled by the user. They are considered to be an effective method that helps smokers quit smoking and considered to be less toxic compared to traditional cigarettes as it produces vapors instead of smoke, at less cost over time.

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Increasing educational campaigns and bans on smoking in public places in the United States has led subdued fall of around 31% in the sale of traditional cigarettes since 2005 thus opening new gateway/opportunities for e-cigarettes marketers in the US. It is estimated that United States E-Cigarettes market will grow at a CAGR of 23.21% to reach $6.41 billion by end of 2020 owing to growing popularity among millennials owing to availability of large number of flavors along with increasing demand from baby boomers suffering from arthritis, Alzheimer’s disease and glaucoma, who want to quit smoking.

With several factors boosting the growth of the market there are several stringent laws and regulations laid down by the government towards the sale of e-cigarettes in the United States. Even several health groups in the nation have campaigned against e-cigarette bills around the country because of concerns about their health effects and potential to make smoking seem normal again. Growing demand for e-cigarettes and increasing concern among different health group does not restrict the marketing of e-cigarettes compared to traditional ones.
As the United States e-cigarette market booms, the different manufacturers are eking out new, niche flavors of tobacco-free devices along with that they are using social media platform for mass marketing, to earn big profits year-on-year.
In the year 2014, with growing acceptance among teenagers showed that the usage of e-cigarette among middle and high school students have tripled, from 4.5 % in 2013 to 13.4 % in 2014. Forty-one States have banned the sale of e-cigarettes to the people under 18 (Minor) due to growing attractiveness among nations youth and rising health consequences/risks associated with it.
With growing demand, many e-cigarettes are manufactured to look like conventional cigarettes. Some models/products are even disposable, some are designed to be refilled with cartridges and some are also rechargeable.
Some of the major market players mentioned in the report are Altria Group, Reynolds American Inc., Philip Morris International Inc., Vapor Corp. and Japan Tobacco International USA Inc.

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