

# US E-cigarette Market 2016 Share, Trend, Segmentation and Forecast to 2020

*e-cigarettes market in the US to grow at a CAGR of around 33% during the forecast period*

PUNE, MAHARASHTRA, INDIA, July 20, 2016  
/EINPresswire.com/ -- [E-cigarette Market](#)

## Summary

Technavios market research analyst predicts the e-cigarettes market in the US to grow at a CAGR of around 33% during the forecast period. The increased desire among consumers to quit smoking tobacco is the primary driver for the growth of this market. For instance, according to the US government, approximately 480,000 people die in the country every year due to active smoking. E-cigarettes are considered a healthier alternative to tobacco smoking, and, therefore, are becoming popular among end-users.

The low cost of e-cigarettes is also expected to contribute to the growth of the market during the forecast period. E-cigarettes are cheaper than traditional cigarettes due to the lack of legitimate taxation on their sale. The wholesale price of a disposable e-cigarette is between USD 2.5 and USD 4.0, whereas rechargeable e-cigarette costs between USD 6 and USD 15.

Report Details @ <https://www.wiseguyreports.com/reports/232976-e-cigarette-market-in-the-us-2015-2019>

Segmentation by distribution and analysis of - online, retail

The retail segment dominated the market during 2014 with a market share of 72%. The retail segment comprises of convenience stores, grocery shops, tobacco shops, pharma, and other non-tracked channels. Some of the popular retail outlets for e-cigarettes are Wal-Mart, Tesco, and Sainsbury's.

The report offers an analysis of each of the following segments and discusses its impact on the overall market growth -

Online

Retail

Product segmentation and analysis of cigalikes, second and third generation e-cigarettes



Cigalikes dominated the market during 2014 with a market share of 63%. However, this research report predicts the market to witness an increase in demand for second and third-generation e-cigarettes during the forecast period.

The report offers an analysis of each of the following segments and discusses its impact on the overall market growth -

First-generation e-cigarettes/cigalikes

Second-generation e-cigarettes

Third-generation e-cigarettes

Competitive landscape and key vendors - Altria, NJOY, Reynolds American, Imperial Tobacco

Request for Sample Report @ <https://www.wiseguyreports.com/sample-request/232976-e-cigarette-market-in-the-us-2015-2019>

The e-cigarette market in the US is highly fragmented due to the presence of numerous vendors operating and selling e-cigarettes under different brand names across the country. There is intense competition among the vendors for the market share. The report predicts the market to witness increased consolidation and a rise in the influx of private labels during the forecast period.

The leading vendors in the market are -

Altria Group

CB Distributors

Imperial Tobacco

LOGIC Technology

NJOY

Reynolds American

Other vendors in the market include Ballantyne Brands, British American Tobacco, FIN Branding, Gamucci, Japan Tobacco, Nicotek, RRR Chemicals, Vapor, Victory Electronic Cigarettes, VMR Products, and White Cloud.

Key questions answered in the report include

What will the market size and the growth rate be in 2019

What are the key factors driving the e-cigarettes market in the US

What are the key market trends impacting the growth of the e-cigarettes market in the US

What are the challenges to market growth

Who are the key vendors in the e-cigarettes market in the US

What are the market opportunities and threats faced by the vendors in the e-cigarettes market in the US

What are the key outcomes of the five forces analysis of the e-cigarettes market in the US

Technavio also offers customization on reports based on specific client requirement.

Purchase a Single Licensed Copy @

[https://www.wiseguyreports.com/checkout?currency=one\\_user-USD&report\\_id=232976](https://www.wiseguyreports.com/checkout?currency=one_user-USD&report_id=232976)

Continued....

Contact US: sales@wiseguyreports.com Ph: +1-646-845-9349 (US), Ph: +44 208 133 9349 (UK)

Norah Trent  
wiseguyreports  
+1 646 845 9349 / +44 208 133 9349  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.