

E-Cigarettes 2020- Global Sales, Price, Revenue, Gross Margin and Market Share Forecast Outlook

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E-Cigarettes Market - 2019-2025



Market Overview

The e-cigarette market was worth USD 11.26 billion in 2018, and it is projected to reach USD 18.16 billion by 2025, at a CAGR of 8.28% over the forecast period (2019-2025). With the increasing trend toward e-commerce, online retailing is also emerging as a strong distribution channel in recent times and is expected to grow further, thereby increasing the value of distribution channels. Many ex-smokers need a high level of nicotine concentration, it is likely that the pods will typically come with the more potent nicotine salt (nic-salt) e-liquids, which may increase the peak concentration of nicotine in the blood and allow users to achieve more satisfaction and would become a popular alternative to the standard e-liquid.

The report "E-cigarettes: Global Market Intelligence (2019-2025)" provides market intelligence on the different market segments, based on type, component, composition, and geography. Market size and forecast (2019-2025) has been provided in the report. The primary objectives of this report are to provide 1) comprehensive global market intelligence through detailed segmentation, 2) market size and forecasts, growth rates, market dynamics, industry structure and developments, market situation, trends, 3) detailed analysis of current dynamics and trends, key market players, and strategies in the market, 4) detailed value chain analysis and review of growth factors essential for the existing market players and new entrants, 5) provide emerging opportunities in the market and the future impact of major drivers and restraints of the market and, 6) support decision makers in making cost-effective business decisions.

Cost-effectiveness of disposable models of e-cigarettes, as well as cartridge models, which are rechargeable and contain pre-filled cartridges, are reasonably affordable and are considered to be beneficial in the long-term compared to traditional cigarette smoking. This remains a key driver for the e-cigarette market.

Due to increasing health concerns among the smoking population, the market is driving toward the e-cigarette model, which is considered to be less toxic and safer than conventional tobacco cigarettes.

While e-cigarettes have been growing in popularity across the world, they are known to pose a number of challenges to public health. E-cigarettes contain nicotine and their increased consumption can lead to nicotine addiction in young people, which can seriously affect brain development.

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RESEARCH METHODOLOGY

In our market size and forecast determination efforts, an extensive secondary research was initially completed to gain a good perspective of the market in each region. Extensive primary research was also carried out by interviewing the key executives from the industry. These interviews helped us to fill-in the data gaps after secondary research. Several secondary sources such as encyclopedia, directories, and databases have been used to identify and collect information useful for this extensive techno-commercial study. The respondents- selected experts from manufacturers and selected suppliers - have been interviewed to obtain and verify critical information as well as to assess the future prospects. The usage of obtained information is based on the perceived reliability by the research team. In many cases, a combination of several sources was used. Sprout Intelligence provides an in-depth analysis of the market segmentation, which is a critical element of the market intelligence reports at Sprout Intelligence.

KEY AUDIENCE

Executives in marketing, strategic planning and new Type development will find such discussions in our reports pertinent and useful. Management consultants, investment bankers, manufacturers, distributors, suppliers, and regulatory authorities are amongst our regular clientele served.

DATA SOURCES

The general data sources used in this report are company websites, trade association publications, regulatory authorities, journals, magazines, news websites, press releases, media publications, interaction with industry experts, company executives, research papers, articles, patents, scientific literature, among many others.

KEY FINDINGS FROM THE REPORT

- China is currently the manufacturing hub, exporting more than 80% of the e-cigarettes and accessories produced to the US and the European markets.
- NJOY, Reynolds American, and Imperial Brands are the leading players in E-Cigarette market.
- Sprout Intelligence expert team estimated the global E-Cigarette market in 2015 was worth more than USD 12 billion.

This report provides comprehensive analysis of
Key market segments and sub-segments
Evolving market trends and dynamics
Changing supply and demand scenarios
Quantifying market opportunities through market sizing and market forecasting
Tracking current trends/opportunities/challenges
Competitive insights
Opportunity mapping in terms of technological breakthroughs

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Scope of the Report

Electronic cigarette (e-cigarette) is the most commonly used tobacco product among youth. There is wide variability in e-cigarette terminology, product design, engineering, and solution components (i.e., electronic liquid [e-liquid]). Many large enterprises, realizing the potential of e-cigarettes, have invested significantly in this industry. The e-cigarette value chain has been segmented into manufacturing, packaging and labeling, distribution, end-users, and aftersales.

Key Market Trends

Rise in Demand for Flavored E-cigarettes to Significantly Drive Market Growth

The rise in e-cigarette use is likely because of the recent popularity of e-cigarettes offerings in a wide variety of flavors and in different shapes like a USB flash drive, such as JUUL. Evolving consumer taste is driving diversity in e-liquid flavors across the world, with tobacco, botanical, and fruit flavors being the most popular.

These products can be used discreetly, have high nicotine content, and come in flavors that are highly appealing to the youth. Compared to adults, a larger proportion of adolescents prefer fruit, alcohol, and other-flavored e-liquids.

In addition to the vast selection available online, thousands of vape shops have now opened that allow consumers to sample and purchase refill liquids, including a combination of flavors chosen by the user and in varying levels of nicotine. Flavors range from simplistic menthol and cinnamon, and sweet varieties, such as chocolate and vanilla, to complex flavors that are formed by mixing different varieties in fixed compositions. Customization in flavors is also a recently evolving trend, in many markets.

Vaping company, Kwit Stick, introduced a new micro USB-recharging vaporizing pen, that comes with a starter kit containing the pen device, charging cable with all four flavor pods, and a syringe bottle to aid with refills.

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