European Electronic Cigarette & Vaporizer Market- Size, Share, Analysis & Forecast: 2015-2025

Description: The European electronic cigarette and vaporizer market is strengthening its foothold, taking the lead position in the global e-cigarette and e-vapor market, thanks to a series of major acquisitions of companies such as Nicocigs. Ltd., E-Lites, and Skycig among others. The industry is rapidly expanding majorly through online sales channel and the participation of Big Tobacco companies since 2012. Being a new category of product, e-cigarettes and vaporizers are subject to different regulatory frameworks across different jurisdictions and the situation is only evolving with time. Europe being one of the largest markets in the e-cigarette industry is home to conflicting regulatory regimes.

For example, there are stringent rules surrounding the sales of e-cigarette in Austria and Belgium and most member states require a license for their sale. Moreover, in Britain, the number of users of e-cigarettes has almost doubled in the past two years but the Department of Health is of the opinion that they are not risk free and the country's Medicines and Healthcare Products Regulatory Agency wants to introduce new controls by 2016. Furthermore, a recent report from the ‘Public Health’ England mentioned that e-cigarettes required proper regulatory framework.

The report presents a detailed analysis of leading countries in the region and provides market size, market share, and regulatory and legal status as of 2015. The market research report also identifies the key drivers, challenges and opportunities in the region. A detailed competitive landscape is undertaken to gauge the demand side dynamics in the region.

The report also identifies key patent filed in last two years in the region, to understand the technology roadmap of the e-cigarette industry.

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