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.

Contents:

1 E-Cigarette Market Entropy
1.1 Introduction
1.2 Mergers & Acquisitions
1.3 Product Development And Launch
1.4 Partnership & Agreement
1.5 Business Expansion
1.6 Patent Lawsuit
1.7 Financial Transactions

2 Porter's Five Forces Analysis
2.1 Buyer's Bargaining Power
2.2 Bargaining Power Of Suppliers
2.3 Threat Of New Entrants
2.4 Threat Of Substitutes
2.5 Intensity Of Competitive Rivalry

3 E-Cigarette Market Dynamics
3.1 Introduction
3.2 Market Drivers
3.2.1 Ease Of Access To Distribution Channels
3.2.2 Series Of Acquisitions By Big Tobacco Companies
3.2.3 Product Innovation And Scope For Customization
3.2.4 Cost Effectiveness Of E-Cigarettes In Comparison To Conventional Cigarettes
3.3 Market Challenges
3.3.1 Lack Of Quantifiable Proof In Favor Of Health Benefits Of E-Cigarettes
3.3.2 Entry Of Tobacco Giants Blurring The Line Between E-Cigarette And Conventional Cigarette
3.3.3 Public Directives To Be Imposed, Putting Ban On Marketing Of E-Cigarettes
3.3.4 Executive And Health Agencies Insistent On Making E-Cigarette A Medical Device
3.3.5 Increasing Appeal Among Children, Adolescent, And Non-Smokers
3.4 Market Opportunities
3.4.1 Potential To Build A Strong Brand Image With Product Innovation And Customization Features
3.5 Electronic Cigarette Patents In Europe
3.5.1 Aerosol Electronic Cigarette
3.5.1.1 Abstract
3.5.1.2 Invention Summary
3.5.2 Anion Electronic Cigarette
3.5.2.1 Abstract
3.5.2.2 Invention Summary
3.5.3 Improved Atomizing Electronic Cigarette
3.5.3.1 Abstract
3.5.3.2 Invention Summary
3.5.4 Atomizing Device And Electronic Cigarette
3.5.4.1 Abstract
3.5.4.2 Invention Summary
3.5.5 Disposable One-Piece Electronic Cigarette
3.5.5.1 Abstract
3.5.5.2 Invention Summary
3.5.6 An Electronic Cigarette Having The Atomizing Device
3.5.6.1 Abstract
3.5.6.2 Invention Summary
3.5.7 Smoking System
3.5.7.1 Abstract
3.5.7.2 Invention Summary
3.5.8 Pulp Preparation Method For Electronic Smoking Set And Traditional Hookah
3.5.8.1 Abstract
3.5.8.2 Invention Summary
3.5.9 Electronic Cigarette Configured To Simulate The Natural Burn Of A Traditional Cigarette
3.5.9.1 Abstract
3.5.9.2 Invention Summary
3.5.10 Electronic Cigarette Container
3.5.10.1 Abstract
3.5.10.2 Invention Summary
3.5.11 Electronic Cigarette Or Pipe
3.5.11.1 Abstract
3.5.11.2 Invention Summary

4 E-Cigarette Market Sizing, Analysis, & Forecast
4.1 By Product Types
4.1.1 Disposable Electronic Cigarettes
4.1.2 Rechargeable Electronic Cigarettes
4.1.3 E-Go Electronic Cigarette
4.1.4 Personal Vaporizers
4.1.5 Electronic Cigars
4.1.6 Others
4.2 By Composition
4.2.1 E-Liquids
4.2.2 Diluents
4.2.3 Nicotine
4.2.4 Flavor
4.3 By Components
4.3.1 Cartridge
4.3.2 Atomizer
4.3.2.1 Key Players
4.3.3 Clearomizer
4.3.3.1 Key Players
4.3.4 Cartomizer
4.3.4.1 Key Players
4.3.5 Rebuildable Atomizer
4.3.6 Battery
4.3.6.1 Key Players

5 European E-Cigarette Market Analysis, By Key Countries
5.1 An Overview Of The European E-Cigarette Market
5.1.1 Market Statistics
5.2 The European Directives, Regulatory Bodies, And Certification Bodies
5.2.1 The European Parliament And The Council Of The European Union
5.2.1.1 Eu Tobacco Products Directive (Tpd)
5.2.1.1.1 Response To Eu Tpd
5.2.2 Medicines And Healthcare Products Regulatory Agency (Mhra)
5.3 The European E-Cigarette Market By Sales Channel
5.3.1 Market Statistics
5.4 The U.K. E-Cigarette Market
5.4.1 Market Overview
5.4.2 Marketing And Promotion Of E-Cigarette In The U.K.
5.4.3 Legal And Regulatory Framework
5.4.4 Research Initiatives
5.4.5 Competitive Landscape
5.4.6 Market Statistics
5.5 Germany
5.5.1 Introduction
5.5.2 Market Overview
5.5.3 Legal And Regulatory Framework
5.5.4 Research Initiatives
5.5.5 Competitive Landscape
5.5.6 Market Statistics
5.6 Russia
5.6.1 Market Overview
5.6.2 Legal And Regulatory Framework
5.6.3 Research Initiatives
5.6.4 Competitive Landscape
5.6.5 Market Statistics
5.7 France
5.7.1 Market Overview
5.7.2 Legal And Regulatory Framework
5.7.3 Research Initiatives
5.7.4 Competitive Landscape
5.7.5 Market Statistics
5.8 Spain
5.8.1 Market Overview
5.8.2 Legal And Regulatory Framework
5.8.3 Research Initiatives
5.8.4 Competitive Landscape
5.8.5 Market Statistics
5.9 Italy
5.9.1 Market Overview
5.9.2 Legal And Regulatory Framework
5.9.3 Research Initiatives
5.9.4 Competitive Landscape
5.9.5 Market Statistics
5.10 Poland
5.10.1 Market Overview
5.10.2 Legal And Regulatory Framework
5.10.3 Research Initiatives
5.10.4 Competitive Landscape
5.10.5 Market Statistics
5.11 Czech Republic
5.11.1 Market Overview
5.11.2 Legal And Regulatory Framework
5.11.3 Research Initiatives
5.11.4 Competitive Landscape
5.11.5 Market Statistics
5.12 Other Countries
5.12.1 Sweden
5.12.1.1 Competitive Landscape
5.12.2 The Netherlands
5.12.2.1 Legal And Regulatory Framework
5.12.2.2 Research Initiatives
5.12.2.3 Competitive Landscape
5.12.3 Norway
5.12.3.1 Market Overview
5.12.3.2 Legal And Regulatory Framework
5.12.3.3 Research Initiatives
5.12.3.4 Competitive Landscape
5.12.4 Austria
5.12.4.1 Market Overview
5.12.4.2 Legal And Regulatory Framework
5.12.4.3 Research Initiatives
5.12.4.4 Competitive Landscape
5.12.5 Remaining European Countries
5.12.6 Market Statistics

6 Company Profiles For Key Players
6.1 Altria Group, Inc.
6.1.1 Altria Group, Inc. Summary
6.1.2 Product Portfolio
6.1.2.1 Mark Ten
6.1.2.2 Green Smoke Llc
6.1.3 Financials
6.1.4 Key Developments
6.1.5 Analyst Insight
6.2 British American Tobacco Plc (Bat)
6.2.1 British American Tobacco Plc. (Bat) Summary
6.2.2 Product Portfolio
6.2.2.1 Vype Electronic Cigarettes
6.2.2.2 Vuse Electronic Cigarettes
6.2.3 Financials
6.2.4 Key Developments
6.2.5 Analyst Insight
6.3 Cloudcig
6.3.1 Cloudcig Summary
6.3.2 Product Portfolio
6.3.3 Key Developments
6.3.4 Analyst Insight
6.4 Electronic Cigarettes International Group (Ecig)
6.4.1 Summary
6.4.2 Product Portfolio
6.4.2.1 Fin Branding Group Llc
6.4.2.2 Vapestick
6.4.2.3 Victory Electronic Cigarettes (Vec)
6.4.3 Financials
6.4.4 Key Developments
6.5 Fontem Ventures
6.5.1 Fontem Ventures Summary
6.5.2 Product Portfolio
6.5.2.1 Puritane
6.5.3 Financials
6.5.4 Key Developments
6.6 Gamucci Electronic Cigarettes
6.6.1 Gamucci Electronic Cigarettes Summary
6.6.2 Product Portfolio
6.6.3 Financials
6.6.4 Key Developments
6.7 Halco Products
6.7.1 Halco Products Ltd Summary
6.7.2 Product Portfolio
6.7.2.1 Ok E-Cigarettes
6.7.3 Financials
6.7.4 Key Developments
6.8 Imperial Tobacco Group Plc
6.8.1 Imperial Tobacco Group Plc Summary
6.8.2 Product Portfolio
6.8.3 Financials
6.8.4 Key Developments
6.9 Lorillard, Inc.
6.9.1 Lorillard, Inc. Summary
6.9.2 Product Portfolio
6.9.2.1 Blu Ecigs
6.9.2.2 Skycig
6.9.3 Financials
6.9.4 Key Developments
6.9.5 Analyst Insight
6.10 Philip Morris International Inc. (Pmi)
6.10.1 Philip Morris International Inc. (Pmi) Summary
6.10.2 Product Portfolio
6.10.2.1 Marlboro Iqos E-Cigarette
6.10.2.2 Nicocigs
6.10.3 Financials
6.10.4 Key Developments
6.10.5 Analyst Insight

List Of Tables
Table 1 Europe E-Cigarette Market Value ($ Million) By Product Types, 2015-2025
Table 2 European E-Cigarette Market Size By Country ($ Million), 2015-2025
Table 3 Sales Channel Of Key Brands Operating In Europe
Table 4 The European E-Cigarette Market By Sales Channel ($Million), 2015-2025
Table 5 European Countries And E-Cigarette Regulation

List Of Figures
Figure 1 Key Mergers And Acquisitions In European E-Cigarette Market
Figure 2 Porter's Five Forces For European E-Cigarette Industry
Figure 3 Prevalent Distribution Channels For E-Cigarettes Across European Unions
Figure 4 Research Institutes And Regulatory Bodies Studying And Regulating Health Benefits Of E-Cigarettes In Europe
Figure 5 Pros And Cons Of Disposable E-Cigarette
Figure 6 Pros And Cons Of Rechargeable E-Cigarette
Figure 7 Pros And Cons Of E-Go Electronic Cigarette
Figure 8 Advanced Personal Vaporizers (Apvs)
Figure 9 Pros And Cons Of Personal Vaporizers
Figure 10 E-Hookahs
Figure 11 E-Pipe
Figure 12 Some Common E-Liquid Flavors
Figure 13 Cartridges Used In Electronic Cigarettes
Figure 14 Challenges With Cartridges For E-Cigarette
Figure 15 Atomizer Used In Electronic Cigarette
Figure 16 The Pros And Cons Of Using Atomizers In Electronic Cigarettes
Figure 17 Types Of Clearomizers
Figure 18 Pros And Cons Of Using Clearomizers
Figure 19 E-Go Style E-Cigarette With Top-Coil Clearomizer
Figure 20 Pros And Cons Of Using Cartomizer
Figure 21 A Common Cartomizer
Figure 22 Parts Of A Cartomizer
Figure 23 A Rebuildable Atomizer
Figure 24 E-Cigarette Battery
Figure 25 Requirements Of Eu Tpd Regulation
Figure 26 The Rise In The Usage Of Electronic Cigarettes 2010-2014
Figure 27 U.K. Electronic Cigarette Market Size ($Million) Vs. Y-O-Y, 2015-2025
Figure 28 Use Of Electronic Cigarettes For Different Age Groups In Germany
Figure 29 Guidelines For Non-Smoker And Consumer Protection
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