US E-Cigarette and Vaporizer Market – Analysis, Estimation & Forecast (2015-2025)

Description: The U.S. is anticipated to continue with its hegemony in the global e-cigarette market value, poised to grow over $20.17 billion by 2025 at an estimated CAGR of 22.5% from 2015 to 2025. Being home to one of the largest distribution networks for the sale of e-cigarette and accessories, the country alone accounted for more than 45% share of the total revenue generation in 2014. Where on one hand the involvement of Big Tobacco companies through multiple acquisitions and brand image has given an impetus to the demand of e-cigarettes, on the other hand state policies proposals to levy modest taxes on e-cigarettes sales is expected to restrict the market growth during the forecast years.

While China is home to the invention of e-cigarettes, it is the U.S. which gave the much needed impetus to the e-cigarette market in 2006. Since then the U.S. market has grown to become one of the most aggressively progressing markets involving some of the biggest names from the Big Tobacco, Big Pharma, and Governmental organizations. Where on one hand established tobacco players are securing their positions with acquisitions and introducing new brands, the Pharmaceutical monoliths have been identified as opposing the increasing trend of e-cigarette in this fledgling market. Amidst an overall non-uniformity in the regulatory framework, the companies are enjoying an increasing flow of revenue from a host of distribution channels.

The scope of the report has been aligned to the changing dynamics of the U.S. e-cigarette markets providing extensive insights into the market development activities that the key players in the industry are adopting in order to compete with one another directly and with tobacco and pharmaceutical companies indirectly. Having identified the importance of regulations, the report has dedicated an entire segment to the prominent regulatory bodies, consortiums, and state-wise laws for e-cigarettes in the U.S.

Following key questions have been answered in the report:

- How will the entry of new players affect the intensity of competitive rivalry in the U.S. e-cigarette market?
- How will the proposed regulations by the Food and Drug Administration (FDA) impact the market growth?
- Since Minnesota and North Carolina have been exposed to taxation policies similar to those of conventional cigarettes, how will hefty taxes challenge the growth of e-cigarette market in the country?
- Will the presence of established bands drive the market through the forecast period?

• How will the e-cigarette product type market grow through the forecast period?
• Which e-cigarette type will be claiming the market hegemony by the end of the forecast period?
• How will the emergence of vape shops contribute to the dominance of revenue generation via retail distribution channels through the forecast period?

The report also enlists the patents in the name of e-cigarettes and accessories filed in the U.S. to provide the general overview of the patent landscape in the country. Furthermore, porter's five forces have been analyzed based on a set of key factors, presenting a detailed picture of the competitive intensity prevailing in the market.

While the market has been thoroughly analyzed for the e-cigarette product types, including the market values for individual e-cigarette product types, a separate segment of the report has been dedicated to the qualitative analysis of the e-cigarette components. The key players operating in the U.S. e-cigarette market such as British American Tonacco, Altria, Lorrilard, and NJOY among others have also been profiled in the company profile section of the report.
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