European E-Liquid Market - Focus on Type, Origin, Geography, and Distribution Channel – Estimation & Forecast, 2015-2025

Description:
The European e-liquid market is standing at a point of influx with a large number of players venturing into the exponentially growing market. The low entry barriers in the form of non-uniformity in regulations and ease of access to distribution channels have brought about a surge in the supply of e-cigarettes and e-liquids across the European nations. Where pre-filled e-liquid market has been identified to be dominating the market as of June 2015, the bottled e-liquid market is gaining rapid momentum, owing to the increased demand of variable wattage e-cigarettes and mods.

The report is a meticulous compilation of the different aspects of the European e-liquid market including the porter’s five forces analysis, market dynamics, key consortia, compliance and regulatory bodies, market breakdown. The market values form a critical part of the report, herein the revenue generated from sales of e-liquid by types (pre-filled and bottled) and distribution channels have been analyzed to calculate the market size. The market estimation and forecast based on the source of e-liquid and key countries has also been included in the report.

While highlighting the key driving and restraining forces for this dynamic market the report also provides a comprehensive section of the prominent consortia, compliance, and regulatory bodies and their involvement in the e-cigarette industry. Where on one hand the local governments are planning to impose taxes on e-liquids to reduce its increasingly widespread adoption, on the other there are several consortia identified who are opposing the proposals and wish to back the effects of e-liquids by scientific studies. A separate section dedicated to buyer’s requirement for e-liquid has also been included in the report.

The industry analysis has been included analyzing the impact of the five major forces to understand the overall attractiveness of the industry. The company profile section has been broken down into local and global players. While the global companies have been chosen on the basis of their market developments and revenue generation, leading country wise e-liquid players have also been profiled in the report.

The European e-liquid market is expected to grow over $11 billion by 2025, at a double digit CAGR from 2015 to 2025. The market will witness a staggering growth until 2017, by when most of the regulatory and policy framework will fall into place. The growth rate will significantly increase thereafter, with significant revenue generation from evolving markets of the U.K., Germany, and Russia. Moreover, while pre-filled e-liquid dominated the European e-liquid market in 2014, bottled e-liquid are anticipated to grow over $4 billion by 2025.

Key Highlights of the Report:
- Estimation of the E-liquid market by type (pre-filled and bottled) and value and volume forecast through 2015-2025
- Impact of regulations and policies on the growth of e-liquid market size (value and volume) through the forecast period (2015-2025)
- A comparative analysis of locally manufactured e-liquid and imported e-liquid, with growth estimates and projections through the forecast period
- A detailed analysis of the potential and growth of various distribution channels, viz. online and retail, further segmented by vape shops, C-stores, and other brick-and-mortar stores.
- Market analysis in terms of value and volume for key countries in European region
- Identification, analysis and strategic profiling of the key players operating in the European e-liquid market
- A detailed analysis of the strategies adopted by existing market players to gain competitive advantage in the market

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