Global Vape Market - Strategic Assessment and Forecast Till 2021

Description: A vape product or broadly known as e-cigarette, electronic cigarette, and vaporizer is a battery operated device and has been reckoned as an alternative to traditional tobacco cigarettes by many vendors. Without the inhalation of smoke, it gives the experience of tobacco smoking where the user inhales the vaporized nicotine emitted by the device.

Vape products are smoke and tobacco-free consumer products. These are also designed and used as a tobacco harm reduction (THR) product and are sold as medical devices in many countries. The major turning point for the vape product market was the year 2014 as the market witnessed a record number of major acquisitions, the launch of technologically advanced product, patent warfare, and the introduction of government regulations.

The effects of vaping on the human body are not yet fully known. However, they are considered less toxic than traditional tobacco cigarettes because they produce vapor instead of smoke. They are considered as an effective method that helps smokers quit smoking, though there is no scientifically grounded evidence for this.

Vape market (e-Cigarette and Vaporizer) research report covers the present scenario and the growth prospects of the Worldwide Vape Products (e-Cigarette and Vaporizer) Market for the period 2015-2021. The report provides in-depth analysis of market size and growth of Worldwide Vape market. This market research report includes a detailed market segmentation of the Worldwide Vapor Products Market by Vape (e-Cigarette and Vaporizer) Products Segmentation

1) Closed System Vape Products
   1.1) Cigalikes (also known as disposables/first-generation e-cigarette)
   1.2) Rechargeables (also known as second-generation e-cigarette)
   1.3) Refill Cartridges
2) Open System Vape Products
   2.1) Vapor/tanks/mods or VTMs (also called personal vaporizer/modulars/electronic cigarette/third-generation e-cigarette)
   2.2) E-liquids/e-juices

Vape (e-Cigarette and Vaporizer) Products Geographic Segmentation

1) North America
2) Europe
3) APAC
4) ROW

Vape (e-Cigarette and Vaporizer) Products Distribution Channels

1) Online
2) Retail
   2.1) Convenience stores
   2.2) Vape shops
   2.3) Tobacco shops
   2.4) Grocery
   2.5) Drug stores
   2.6) Others

The report also provides market share and profiles the key vendors operating in the Worldwide Vape Products Market and also provides the detailed competitive landscape of key players.

Vape (e-Cigarette and Vaporizer) Products - Market Size and Dynamics

- A vaping device or vapor product is a battery-powered inhaler that simulates tobacco smoking. It is
designed to provide inhaled doses of e-juice by vaporizing the flavored liquid, and then simulating the
effects of smoking by vaporizing the liquid, which the user inhales and exhales. A vaping device, also known
as an e-vaping device, a personal vaporizer, or an ENDS uses a heating element to vaporize the flavored
liquid. The e-juices in the market are available in more than 3,000 flavors with many more being added every
month.

- Vape products are broadly classified into two categories: closed systems (cigalikes, rechargeables, and refill
cartridges) and open systems (VTMs and e-liquids). Market research analysts, expect the Worldwide Vape
Products Market to reach approx. US$32.11 billion by 2021.

- The Worldwide Vape Products market has been segmented on the basis of distribution channels and
geographical region. North America accounted for the largest market share of more than 40% of the market
in 2015; it is expected to grow at a high CAGR of around 27% between 2015 and 2021. However, APAC
market is expected to account for a share of around 21% of the market in 2021.

Vape (e-Cigarette and Vaporizer) Products - Drivers and Trends

- This market research report provides market overview of the factors driving and restraining the growth of
the market. The report also outlines the key trends emerging in the market that will contribute to the growth
of Worldwide Vape Products (e-Cigarette and Vaporizer) Market during the forecast period. The factors
driving the growth of the market include consumers' perception of vapor products as an alternative to
traditional tobacco cigarettes. There is increased desire among consumers worldwide to quit smoking
tobacco and this has made vaping a rapidly growing concept worldwide. The global sales volume of
traditional cigarettes has declined owing to an increase in sales of e-cigarette and vaping. The US witnessed
about 19% decline altogether in traditional cigarette sales among adults, i.e., a drop from 20 of every 100
adults (19.8%) in 2008 to nearly 16 of every 100 adults (15.7%) in 2015. Due to this, the majority of the global
players in the tobacco industry witnessed a massive decline in the shipment of traditional cigarettes in 2015,
prompting bigger tobacco companies like Altria Group, Imperial Tobacco, and Reynolds American to rush
into the vapor products market. Also, the increasing number of deaths caused by smoking-related cancer
has propelled people to stop smoking traditional cigarettes. For instance, as per the US government,
approximately 480,000 people, due to active smoking, and nearly 42,000 people, due to passive smoking, die
in the country every year. The tobacco smoking is attributed to one in every five deaths in the US.

- Some of the major challenges confronting the Worldwide Vape Products (e-Cigarette and Vaporizer) Market
include governments introducing stringent norms to regulate vapor products. Vape products are banned in
many major economies such as Brazil, Japan, and Indonesia. Also, the governments of Poland and India are
considering imposing a complete ban on the sale and use of these products. In March 2016, the US
Department of Transportation (DOT) banned the use of e-cigarette, vape pens and vaporizer or vapes in
flights. Moreover, growing health concerns related to the use of vapor products is acting as a challenge to
the growth of the market. Regulatory bodies are still not clear on how much nicotine or other chemicals are
actually being inhaled by the body while vaping. In addition, the effectiveness of these products in helping
people quit smoking has not been fully studied. Researchers have indicated that e-liquids containing
chemical flavoring have substances which cause lung diseases. About 90% of the flavored e-liquid or e-juice
in the market contain an organic compound called Diacetyl. This flavoring chemical, i.e., Diacetyl has also
been linked to severe lung diseases. Exposure to this chemical leads to Bronchiolitis obliterans, spirometry
abnormalities and other harmful respiratory symptoms.

- The market research report also provides the Porter’s five forces analysis along with a description of each
of the forces and its impact on the market.

Vape (e-Cigarette and Vaporizer) Products - Key Vendors and Market Share

- This market research report profiles the major companies in the market and also provides the competitive
landscape and market share of key players. Within the report covers the entire market outlook regarding
the value chain operating within the market. The major players in the market include Altria Group, British
American Tobacco (BAT), Imperial Brands (earlier Imperial Tobacco), Japan Tobacco, NJOY, and Reynolds
American.

- Other prominent vendors in the market include Ballantyne Brands, CB Distributors, Gamucci, Nicotek, RRR
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