Despite the presence of a large number of smokers in the region, the e-cigarette and vaporizer market in APAC is at a nascent stage, with a large percentage of the popular still oblivious of the product. Consortiums and associations are playing a crucial role in increasing market penetration by promoting public education campaigns to highlight the benefits of vapor products for adult smokers and familiarize them with new products in the market and their advantages. The prominent consortiums discussed in this segment are Asian Vape Association (AVA), Fact Asia, Malaysia E-Vaporizer and Tobacco Alternatives Association (MEVTA), and Philippine E-cigarette Industry Association (PECIA) among others.

With a slack regulatory regime and deep-seated smoking habit entrenched in majority of its population, APAC has massive potential to turn into the hub for e-cigarettes and related products. The report on the ‘APAC E-cigarette Device and Aftermarket’ is a meticulous compilation of the various facets of the e-cigarette and vaporizer industry. After a thorough analysis of the current trends, the market dynamic chapter includes the key push and pull forces prevailing in the APAC e-cigarette device and aftermarket. Owing to the dependency of the market growth on the legal and regulatory framework, the report at each step has considered the effect of laws (both implemented and anticipated) in terms of regulations and taxation in estimation and forecast of the market size. Moreover, the key consortiums and compliance influencing the e-cigarette and e-liquid market across the continent have also been included in the report.

The report involves a mix of 25+ companies chosen on the basis of their market developments, revenue generation and market share in the industry. The companies profiled in the report include Just Fog, Innokin, ITC, Kimree, First Union and Joyetech among others.

Key Questions answered in the report:

- How will the key market players leverage on key developments such as acquisitions, partnerships, and product launch among others?
- How will the intensity of competitive rivalry evolve through the forecast period?
- Which factors will be driving the market through the forecast period?
- What factors are currently challenging the APAC e-cigarette device and aftermarket and how can they be addressed through the forecast period?
- Which consortiums are active in the market?
- Which compliances and certifications are necessary to make a product acceptable among the users (especially the first time vapers)?
- What are the prevalent e-liquid types and what is the market size for each of them?
- How will the aftermarket (e-liquid, atomizers, and battery) grow in the next ten years?
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