Description: The Asia Pacific (APAC) region provides immense opportunity for both small and large e-liquid and cigarette players to enter and expand in the lucrative market. APAC e-liquid market is at a nascent stage, despite the presence of large number of smokers in the region, e-cigarettes have not yet become a commonplace consumer product. Most e-liquid manufactured in the region is exported to Western markets of Europe and U.S. Consortiums and associations are playing a crucial role in increasing market penetration in Asian markets through public education campaigns highlighting the benefits of vapor products for adult smokers and acquainting them with new products. 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.

Lack of regulation, low manufacturing costs and large smoking populations have become the driving force of the market. The report on the ‘APAC E-liquid Market’ is a meticulous compilation of the various facets of the e-liquid 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-liquid. 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 Hangsen, Anarchist Vapors, Falcon Flavors, Huizhoo Hangboo Biotech and Timiya 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-liquid market 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 APAC e-liquid market grow in the next ten years?
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