Europe stands at the forefront of the legal scenario of the global e-cigarette market with a series of laws and regulations for e-cigarette and e-liquid manufacturing, sales, distribution, advertising, and marketing. The e-cigarette industry has been growing exponentially in Europe which is home to some of the largest markets in terms of revenue generation such as the U.K., Germany and France among others. However, a significant share of the European population is still unaware of the pros and cons of e-cigarettes and its components.

Consortiums and associations are present to provide awareness among the consumers and the suppliers in order to get familiar with the ongoing changes within the rapidly growing industry. The prominent consortiums discussed in this segment are The Medicines and Healthcare Products Regulatory Agency (MHRA), Tobacco Vapor E-cigarette Association (TVECA) and British Medical Association among others.

Since 2012, the market has undergone a transformation, due to a series of major acquisitions, product launches, and partnerships taking place among other market activities. European countries have established a reputation of following rigid policies and consequentially certain restrictions have already been implemented by the European Union - Tobacco Products Directive (EU-TPD), in regards to updating the laws, rules and regulations governing the e-cigarette industry.

The report on the 'Europe Vape Shops Market' is a meticulous compilation of the various facets of e-cigarette distribution through vape shops. After a thorough analysis of the current trends, the market dynamic chapter includes the key push and pull forces prevailing in the Europe Vape Shops Market. The report also includes the consumer's perspective and buying decision covering aspects that influence consumer behavior. 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 for vape shops across the continent have also been included in the report.

The report encompasses a thorough analysis of the vape shops and the consequent revenue generation though the same for the coming decade. The key countries have been divided into clusters and the revenue estimation and forecast has been completed accordingly.

Key Questions answered in the report:
- What is the current scenario of Vape Shops in Europe?
- How will Brexit affect the revenue generation from Vape Shops in the U.K.?
- Which factors will be driving the market through the forecast period?
- What factors are currently challenging the Europe Vape Shops e-cigarette and e-liquid market and how can they be addressed through the forecast period?
- Which consortiums are active in the Europe e-cigarette market?
- How are the regulatory bodies such as the MHRA, EU-TPD and WHO among others participating in the industry?
- Which compliances and certifications are necessary to make a product acceptable among the users (especially the first time vapers)?
- What are the prevalent e-cigarette and e-liquid types sold through vape shops and what is the market size for each of them?
- Which are the key countries in terms of revenue generation through vape shops in Europe?

Countries Covered:
- France
- Germany
- Italy
- Poland
- Russia
Contents:

1 Executive Summary

2 Scope of the Report and Research Methodology

3 Market Dynamics
   3.1 Market Drivers
   3.1 Market Challenges

4 Europe E-cigarette Consortiums, Compliances and Regulatory Bodies

5 Consumer’s Attitude and Buyer’s Preference

6 Europe Vape Shops E-cigarette And Vaporizer Device & Aftermarket Analysis And Forecast
   6.1. Overall Market Statistics
   6.2. Europe. E-cigarette Vape Shops Market by Device Type
   6.3. Europe. E-cigarette Vape Shops Aftermarket
   6.4. Europe Vape Shop Analysis, by Country
   6.5 Europe Country Wise Vape Shop Analysis

List of Table and Figures

Europe E-cigarette and Vaporizer Vape Shops Revenue Generation
Bottom-Up Approach for Market Estimation
Market Dynamics for Europe E-cigarette Market (Vape Shops)
Europe E-cigarette Taxation by Countries
List of BMA Committee
Principles, Regulations and Policies of NCP
EU-TPD Regulations
MHRA Committee
NNA Guidelines
Responsibilities of TVECA
Advantages of FCTC
E-cigarette and Vaporizer Buying Criteria: Vape Shops
Europe E-cigarette and Vaporizer Market Revenue Through Vape Shops
Advantages and Disadvantages of Disposable E-cigarettes
Disposable E-Cigarette Brands and Prices
Advantages and Disadvantages of Rechargeable E-cigarettes
Rechargeable E-cigarettes Brands and Prices
Advantages and Disadvantages of EGos and Tanks
Mods and Personal Vaporizers Brands and their Prices
Europe E-cigarette Device Market Revenue Through Vape Shops by Product Type
Europe E-cigarette Aftermarket Revenue Generation Through Vape Shops
Europe E-liquid Revenue Generation Through Vape Shops
Advantages and Disadvantages of Pre-filled E-liquid

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