

Disposable Vapes: Threat and Opportunity

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KEY PRODUCTS AND PLAYERS

Where do single use products fit within e-vapour products
The main international brands and companies

GLOBAL OUTLOOK

Growing presence worldwide with promising prospects
Closed system single use rejuvenates e-vapour category
Non-compliant disposable products available in key markets worldwide (1)
Non-compliant disposable products available in key markets worldwide (2)
Closed system single use sales expand across regions
Positive prospects encourages disposable brands to increase investments

TARGET AUDIENCE AND PUBLIC PERCEPTION

Flavour and nicotine strength key to explain disposable success
Inadequate marketing messages jeopardise growth prospects
Closed system single use characterised by availability in retail and availability of flavours
High price sensitivity among young smokers boosts single use sales

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Recycling schemes

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Innovation to remain long term in the market
Improvements in disposable vape offer to cater to consumers' demands
New vaping cessation products in response to disposable's success

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