



Monitoring of the french vaping market

all channels & all systems

**STUDY AVAILABLE
BY SUBSCRIPTION**

ifop

A complete decryption of the market

You want **to assess and monitor the market of electronic cigarettes** using **e-liquid** in terms of **VOLUME AND VALUE**.

You need to measure **market shares** in terms of:

- ▶ Segments and types of products
- ▶ Nicotine level and taste crossed by segments of products
- ▶ Locations crossed by segments of products
- ▶ Brands crossed by segments of products
- ▶ ...

You want to understand **the target** of each **device, flavor, nicotine level**, as well as the **profile of the buyers** on the **different channels**...



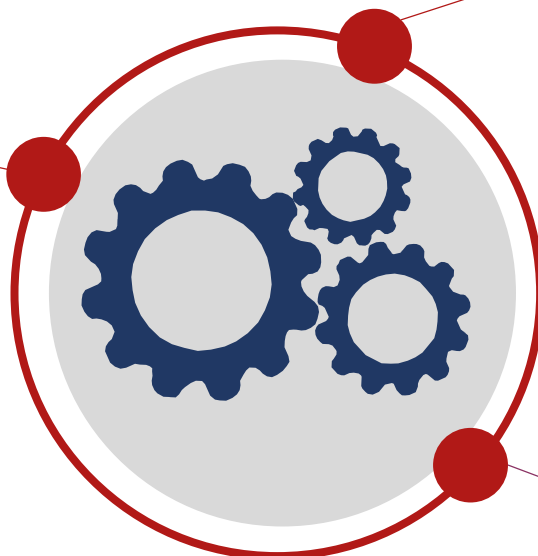
Whether you are current vaping actors or future ones !

How?



Adult users-buyers of at least one e-cig product in the past 12 months aged from 18 years old and more.

quotas are set up on gender, age, regions, size of the city, respondent's profession, e-cig use frequency, e-cig mix with tobacco, length of vaping time and most frequent purchase location (internet).



Continuous interrogation throughout the year.

By collecting declarative purchases done during the previous week for each respondent.



Results reading

*Results of E-cigarette market are read by period, by quarter and year to date.
1 presentation per year*

To subscribe ...



Study set up and built upon the request of a **major player** in the vaping market, **now open for subscription for 2020.**



Presentation of the **tool** and **some key figures** available (in November)

CONTACT :

AURÉLIE CROUZET

Head of department Consumer & Retail

aurelie.crouzet@ifop.com

01 72 34 94 25

ifop