

## Poland Electronic Cigarettes Market 2011-2015

Description: This comprehensive report on electronic cigarettes market includes

- Quantification and analysis of the Poland electronic cigarettes market
- Current market size and forecasts of the Poland electronic cigarettes industry
- Illustration of drivers and trends
- Key factors affecting electronic cigarettes market
- Competitive Landscape: Profiles of leading players
- Pricing
- Regulations

Highlights:

- The Poland electronic cigarettes market is one of the fastest growing markets in Europe.
- Electronic cigarettes have wide retail presence in the country with the product sold in company owned retail stores, exclusive distributors and multi-brand retail outlets
- Along with domestic brands, some of the Chinese brands are also very popular in the market
- The market witnessed entry of large number of companies in 2009 and 2010
- Minimal intervention by Government and low negative publicity, unlike other countries has encouraged growth of electronic cigarette usage in the country

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