

Electronic Cigarettes Market in India 2011-2015



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Highlights:

The Indian electronic cigarettes market is one of the fast growing markets in Asia.

There are very few companies operating in the market currently

The electronic cigarettes market in India is forecast to quadruple in the next two years

Domestic brands are more popular in India

Electronic cigarette kits and liquid are mainly sourced from China

Cost and perception about these products are two of the biggest challenges for the market

Government has not come out with any regulations for these products

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