

# Global HNB Tobacco Market: Size, Trends & Forecasts (2017-2021 )

December 2017



# Global HNB Tobacco Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Dynamics

Competitive Landscape

Company Profiling

# Global HNB Tobacco Market: Coverage

## Scope of the Report

Attributes	Details
Title	Global HNB Tobacco Market: Size, Trends & Forecasts (2017-2021)
Coverage	Global and Regional
Regional Coverage	Japan and Korea
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2017-2021
Competition in the Market	Consolidated
Key Players	Philip Morris International Inc. , KT&G Corporation, British American Tobacco Plc

# Global HNB Tobacco Market

## Executive Summary

HNB tobacco is a smoking device heated electronically equipped with the capacity to lower the level of harmful compounds that are generated at the high temperatures associated with combustion. HNB devices heats the tobacco and does not burn it resulting into generation of totally no ash and less smell when compared to conventional cigarettes.

Heat-not-burn products are different in comparison to e-cigarettes because the HNB uses of real tobacco. On the other hand, e-cigarettes make use of flavored liquid nicotine.

The global HNB tobacco market is expected to increase at a healthy rate during the forecast period (2017-2021). The global HNB tobacco market is supported by various growth drivers, such as increase in implied smoking population, preference to HNB tobacco over conventional and e-cigarettes backed by its vital benefits, spike in youth population and upsurge in purchasing power globally.

However, unfavorable government regulations and health risk of HNB tobacco cigarettes are some of the challenges faced by the market. Increasing global traffic to HNB websites, global players focusing on production expansion, new product innovations and dependence of HNB on battery industry are some of the latest trends existing in the market.

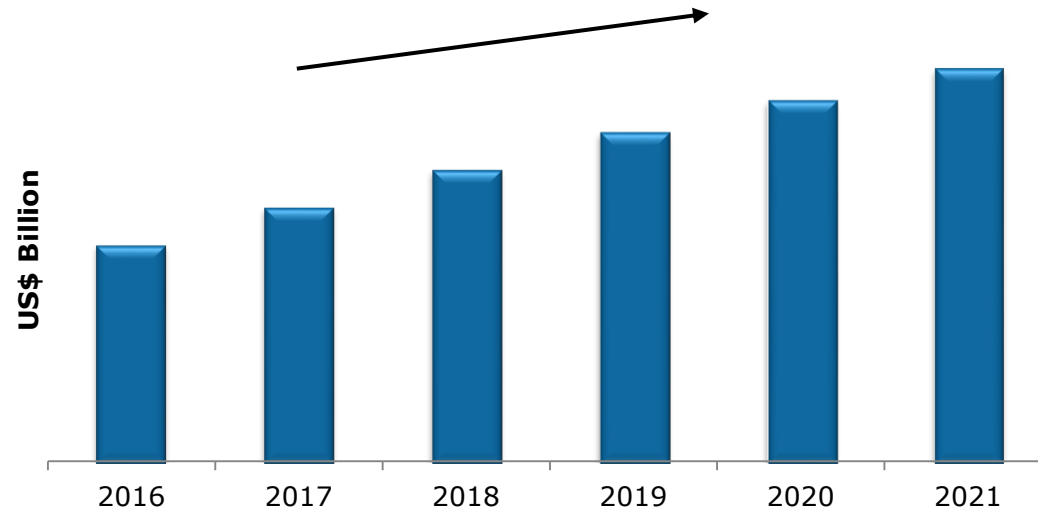
# Global HNB Tobacco Market

## Market Overview



# Global E-Cigarette Market: An Analysis

## Global Traditional E-Cigarette Market by Value

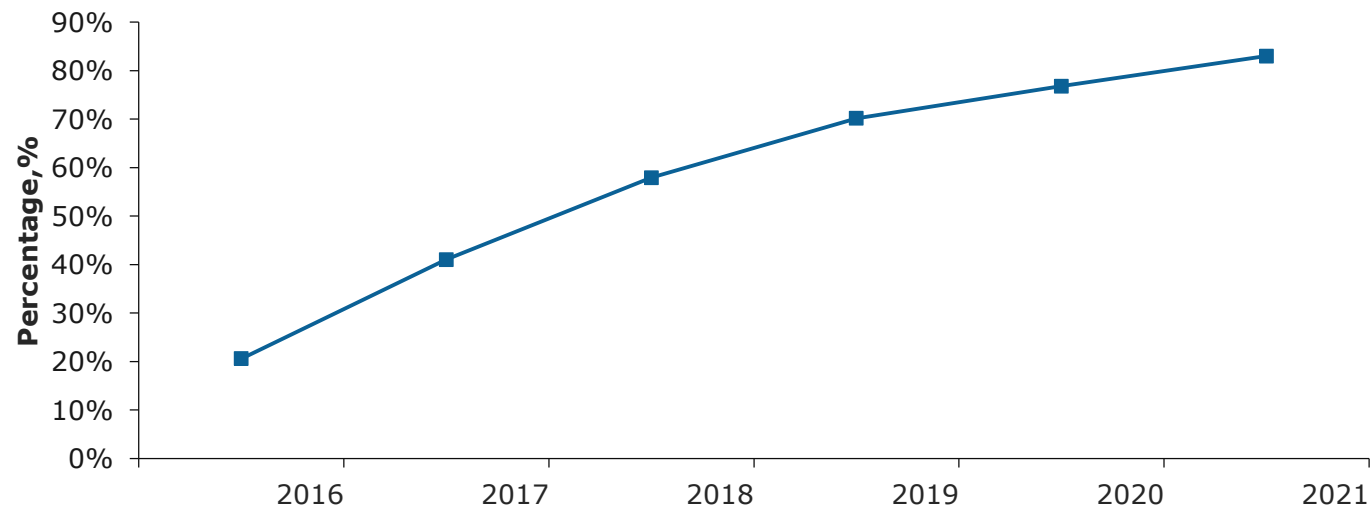


CAGRs	
2012-2016	xx%
2017-2021	xx%

The traditional E-cigarette market was valued at US\$... billion in 2016. It is projected that the market would reach a value of US\$... billion by 2021 in comparison to US\$...billion in 2017 posting a CAGR of ...% during the forecast period 2017-2021.

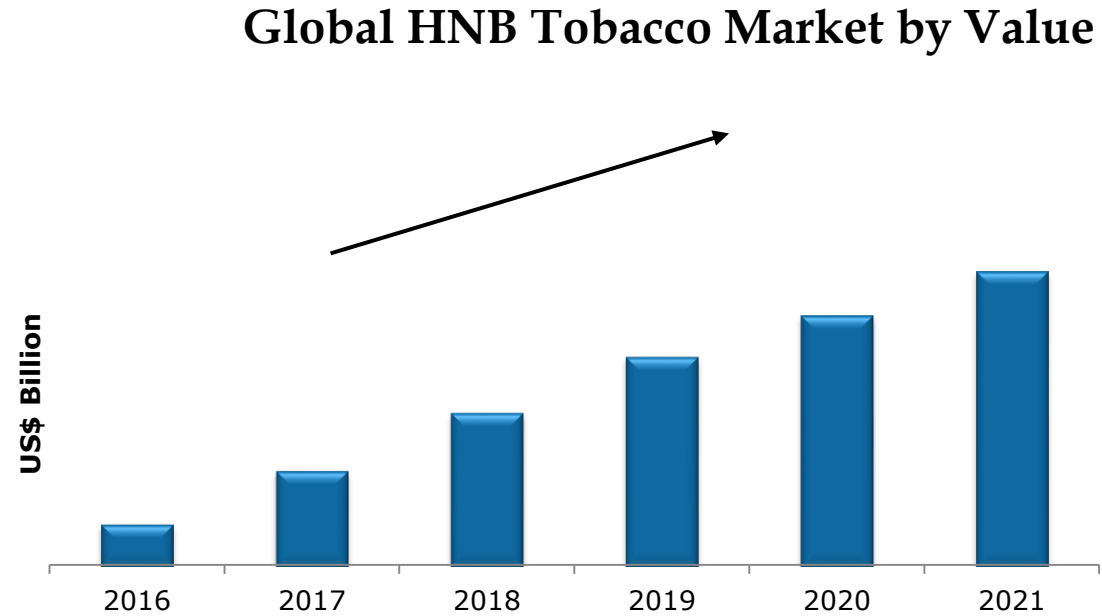
# Global HNB Tobacco Market: An Analysis

## Global HNB Tobacco Market by Penetration in Traditional E-cigarette Market



The penetration of HNB tobacco in the traditional E-cigarette market stood at ...% and is further estimated to rise to as much as ...% by 2021.

# Global HNB Tobacco Market: An Analysis



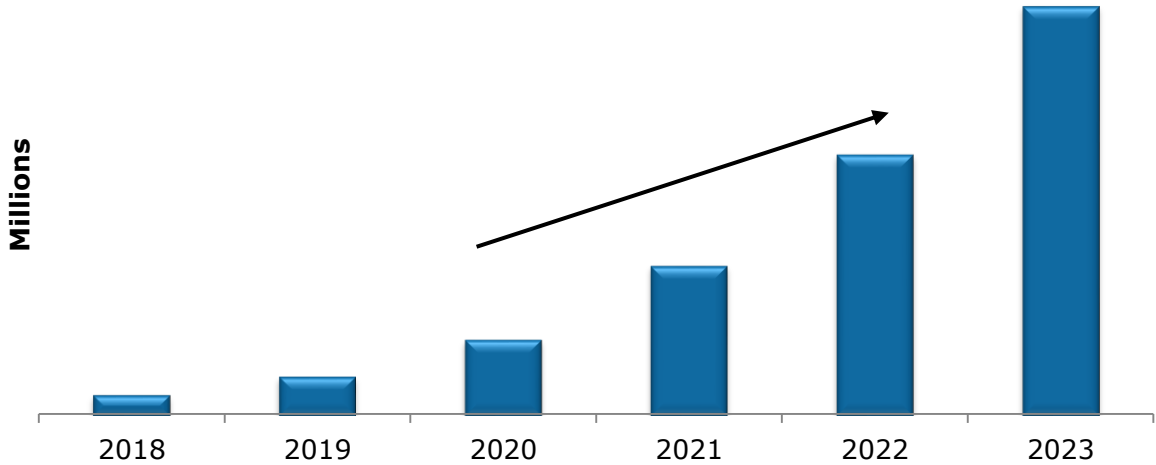
CAGRs	
2017-2021	xx%

The global HNB market was valued at US\$...billion in 2016 and is estimated to rise to US\$...billion by 2021 in comparison to a value of US\$...billion in 2017 demonstrating a CAGR of ....% over the years 2017-2021.



# Global HNB Tobacco Market: Demand Analysis

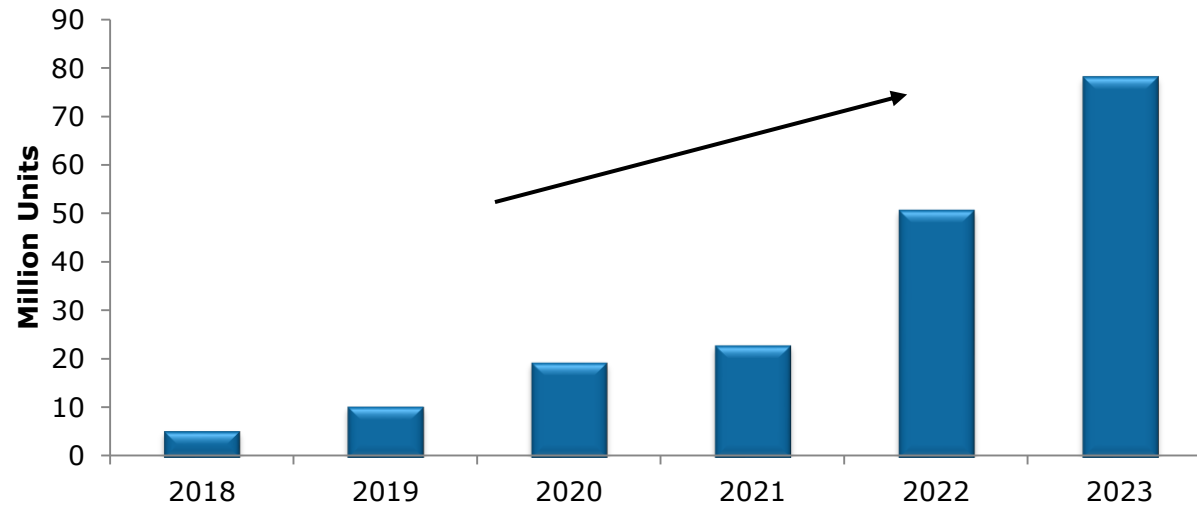
**Global HNB Tobacco Market by Demand Volume**



It is anticipated that the demand for HNB tobacco would reach to ...million units by 2023 compared to an expected demand of ...million HNB tobacco units in 2018.

# Global HNB Tobacco Market: Demand Analysis

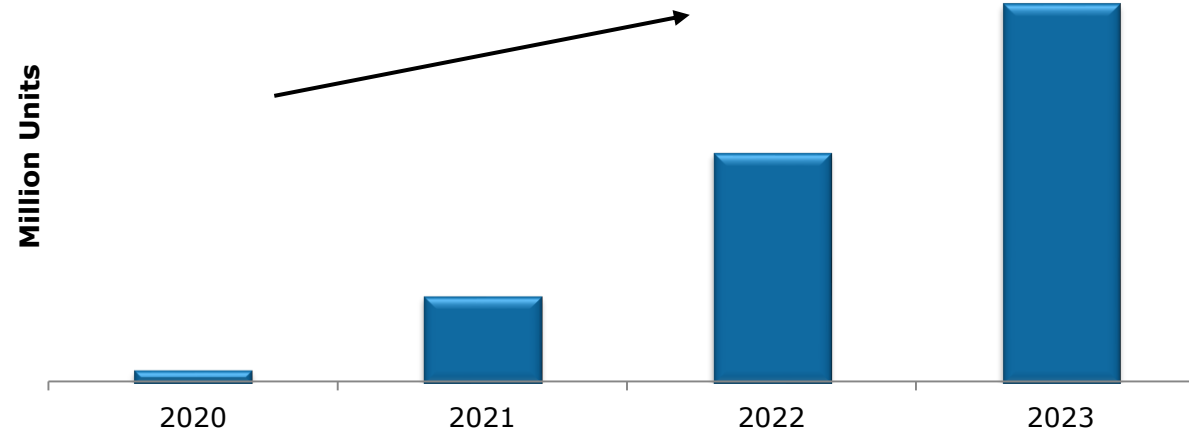
**Developed Market HNB Tobacco Market by Demand Volume**



A demand of ...million units of HNB tobacco is expected to be generated in 2018 and is further estimated to boost to ...million units by 2023.

# Global HNB Tobacco Market: Demand Analysis

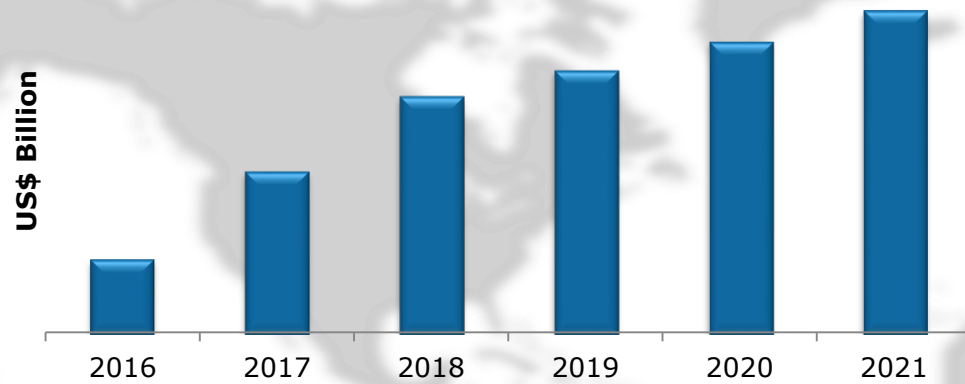
## Emerging HNB Tobacco Market by Demand Volume



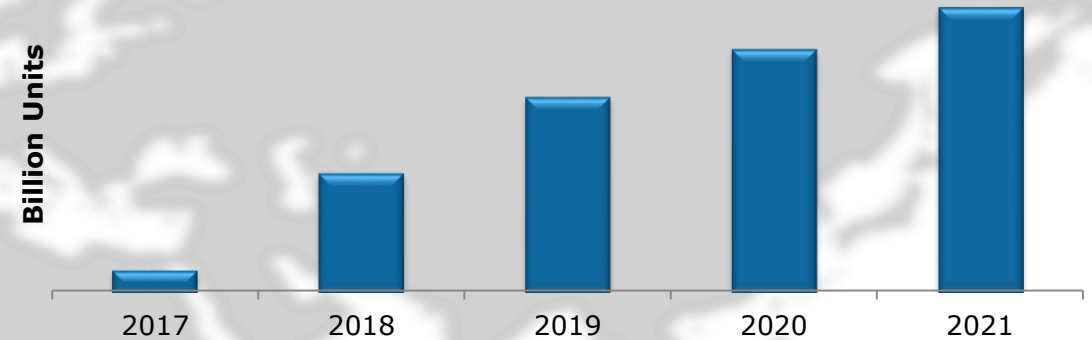
The demand for HNB tobacco in emerging markets is expected to reach ...million units in 2023 in comparison to ... million units in 2020.

# HNB Tobacco Market: Regional Analysis

## Japan HNB Tobacco Market by Value

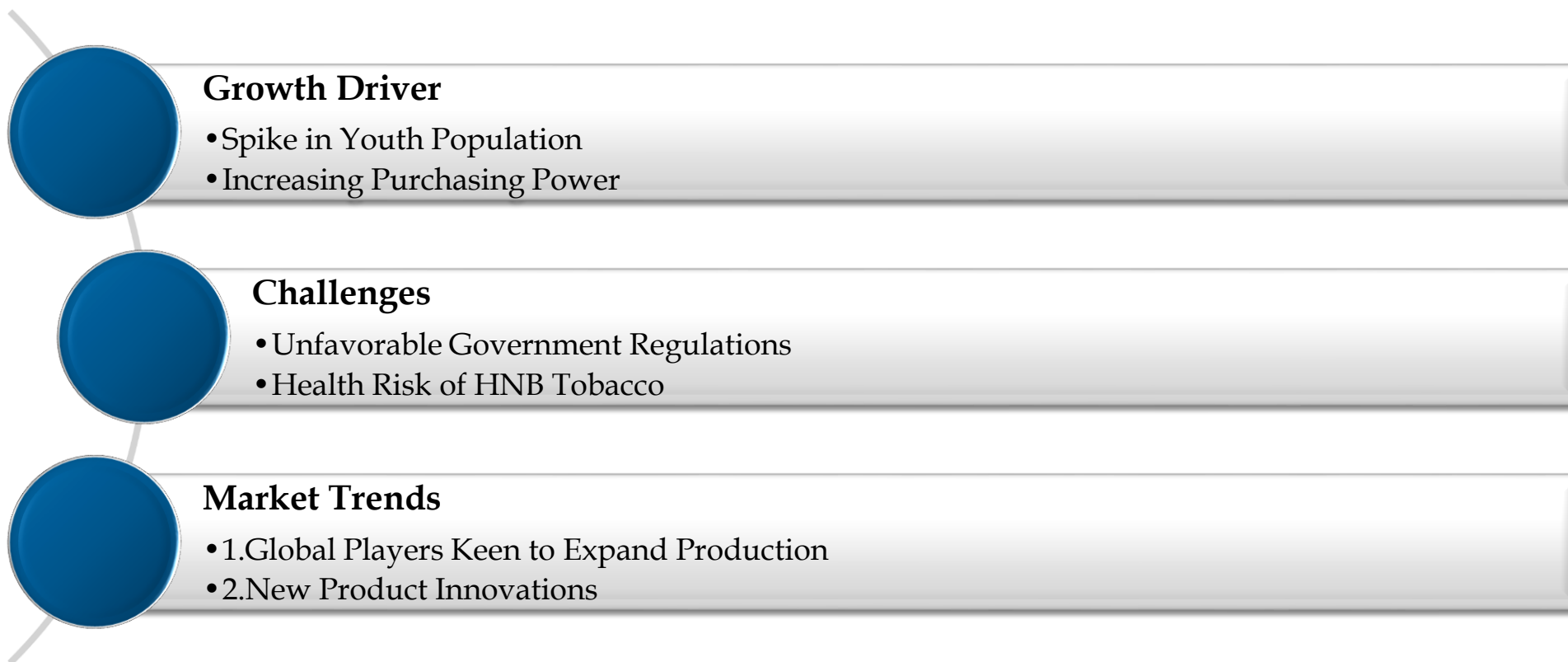


## Korea HNB Tobacco Stick Market by Demand Volume



Region	CAGR
	2017-2021
Japan	xx%

# Global HNB Tobacco Market: Dynamics



# Global HNB Tobacco Market: Competitive Landscape

## Players Profiled

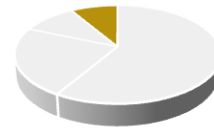
- Philip Morris International Inc.



- KT&G Corporation



- British American Tobacco Plc



Note: The graphs on this slide are only for sample representation.