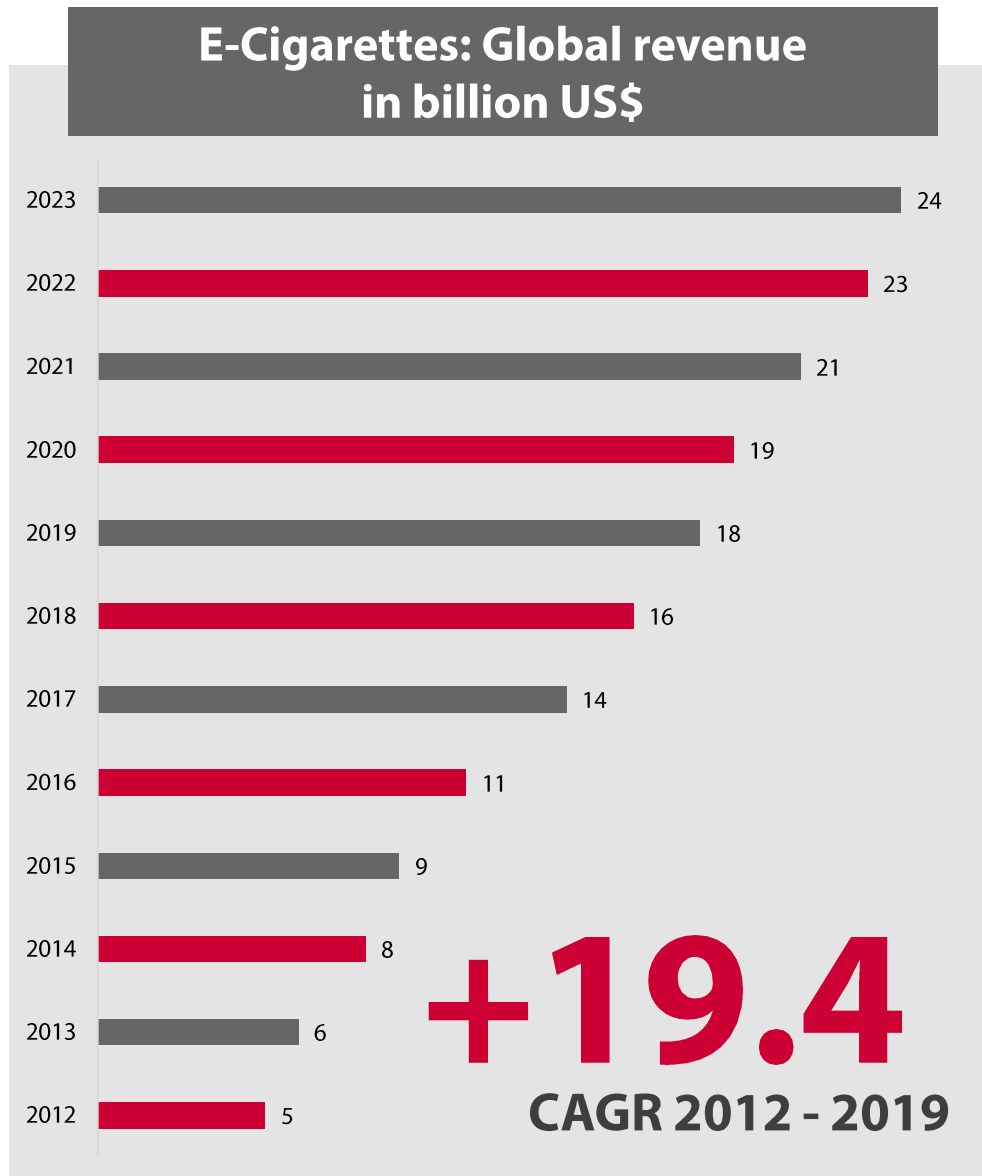




**#VAPE LIFE**

Sophisticated flavour inspirations for E-liquids

# Market dynamics for E-Cigarettes



Source: Statista



- The segment of E-Cigarettes accounted for 2% of the tobacco products revenue in 2019.
- In 2019, E-Cigarettes sales increased by 11.2% in comparison to 2018 and reached US\$18 billion.
- Both UK (US\$42) and New Zealand (US\$38) accounted for the highest annual revenue per capita in 2019 within the E-Cigarettes category.

# Consumer insights

## #1



Today's consumers embrace alternatives to classic burned cigarettes and are willing to experiment with heating and vaping products. 25% of Belgian E-cigarette consumers state to use them out of curiosity and fun. Additionally, the broad range of flavours for E-liquids especially meets the needs of younger consumers aged 18-34, providing them the opportunity to constantly discover something adventurous.

The need to share experiences especially via hashtags such as #eliquidporn (75.5k posts) and #eliquid (627k posts) on Instagram fuels the demand for innovations.

## #2

Today's consumers are highly health conscious and well aware of the consequences of smoking. Hence, avoidance and moderation of cigarette consumption are becoming quite common.



Consumers use E-cigarettes to promote themselves as forward thinking and technology-oriented within peers and online, using hashtags including #vapingisthefuture (312 K posts) and #vapingcommunity (909k posts).

## #3



Source: Global Data, Statista, Instagram

# #VAPE LIFE

## Sophisticated flavour inspirations for E-liquids

To tap into the growing market for e-liquids and cater to the sophisticated needs of today's consumers, it is most important to find the right balance of authenticity and experimentation.

**Get in touch with taste** and discover Bell's extended flavour portfolio for E-liquids, delivering innovative inspirations for new product developments while combining REACH-compliance and high performance with appealing taste profiles.



# Mango/Cardamom

**5870127**

**Mango Flavour**

Declaration: Flavouring

Dosage: 5 : 100

**5870128**

**Cardamom Flavour**

Declaration: Flavouring

Dosage: 3 : 100



# Grapefruit/Anise

**5840098**

**Grapefruit Tobacco Flavour**

Declaration: Flavouring

Dosage: 5 : 100

**5840076**

**Anise Flavour**

Declaration: Natural Anise Flavouring

Dosage: 2 : 100



# Banana/Cinnamon

**5870129**

**Banana Flavour**

Declaration:

Natural Flavouring

Dosage:

4 : 100

**5840037**

**Cinnamon Flavour**

Declaration:

Natural Cinnamon Flavouring

Dosage:

1 : 100



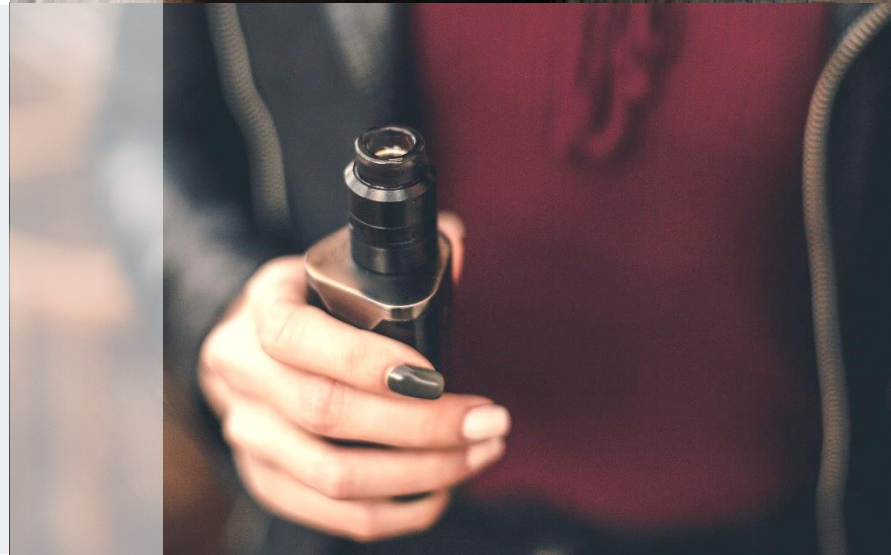
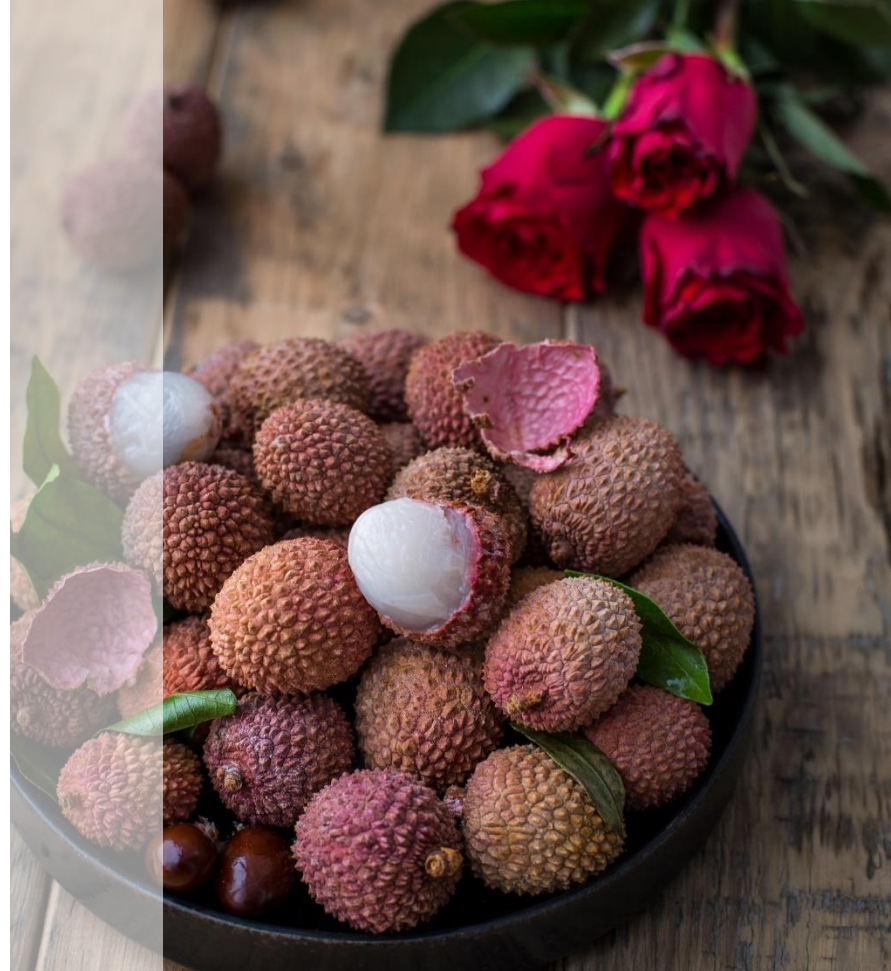
# Lychee/Rose

**5870126**

**Lychee/Rose Flavour**

Declaration: Natural Lychee/Rose Flavouring with  
other Natural Flavourings

Dosage: 7 : 100



# Green Iced Tea

**5870124**

Declaration:

Dosage:

**Green Iced Tea Flavour**

Flavouring

3 : 100



# Aloe/Pear

**5870130**

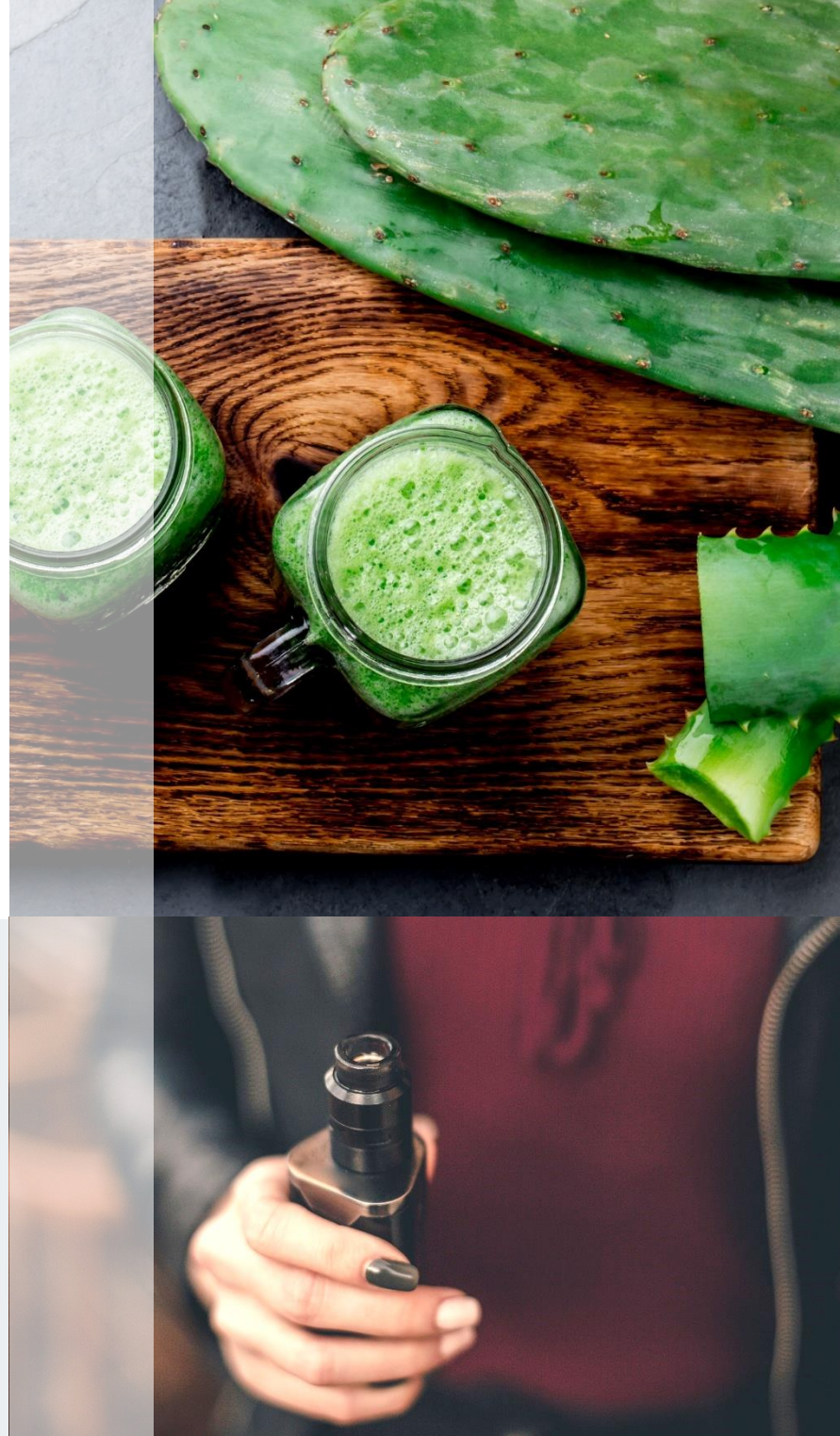
Declaration:

Dosage:

**Fresh Aloe/Pear Flavour**

Flavouring

4 : 100



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