

TEREA

Classes : 034

Description: The products include wired vaporizers for electronic cigarettes, tobacco substitutes, tobacco sticks, and devices for heating cigarettes or tobacco to release nicotine-containing aerosol. It also includes liquid nicotine solutions, electronic cigarettes, vaporizing devices, smoker's articles, and related accessories like rechargeable cases and ashtrays.

**Number of
adult smokers
in the United
States**

28.3 million

**Cigarette
penetration
rate in the U.S.**

14.2%

**Leading
tobacco
company
worldwide**

Philip Morris International

**Most valuable
tobacco brand
worldwide**

Marlboro

**Country with
the largest
tobacco
products
revenue
worldwide**

China

**Global net
revenue of
Philip Morris
International**

84.6bn USD

**Shipment
volume of
Marlboro
cigarettes
worldwide**

244.6 billion units

**Net revenue
generated by
PMI in Europe**

13.6bn USD