



TAMARIND  
INTELLIGENCE

# Tamarind Intelligence

Transforming data into  
strategic advantage

Actionable data at your fingertips



# Welcome to Tamarind

Novel nicotine products have come a long way in the ten years we have been tracking and providing data on the sector. With more than \$50bn in global sales and over 100m consumers, this is already a sizeable and dynamic industry, and one that will continue to grow fast and evolve.

But with the world's combustible cigarette market still worth over \$800bn, and over 1bn smokers, there remains a huge opportunity to move consumers into less risky forms of nicotine – just as there are huge opportunities of different kinds opening up in the worldwide cannabinoid markets.

I am passionately confident that in highly fragmented sectors such as these, our quantitative market and consumer data and regulatory and policy tracking remain the best source of information for the sector.

We are committed to providing data and analysis that makes a practical, actionable difference – including strategic and commercial data for manufacturers, brands and suppliers, and comprehensive tracking for policy-makers and regulators.

If you think we can help you enhance your strategic planning, improve your regulatory compliance, or develop your commercial position in this highly competitive market, please do get in touch to discuss how we can help.



**Tim Phillips**  
CEO, Tamarind Intelligence

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# Introduction to Tamarind Intelligence

Data analysis helping you to navigate through opaque regulatory markets

Welcome to Tamarind Intelligence Group, a pioneering data intelligence and strategic insight provider since our establishment in 2014. Our work is marked by a commitment to providing essential guidance and data-based strategic insights to professionals in fast-moving, consumer-facing sectors.

## The birth

Our journey began in 2014 when we recognised the increased need for accurate market and regulatory insights in the electronic cigarette sector. This led to the birth of our flagship brand, ECigIntelligence. Since then, ECigIntelligence has become synonymous with industry expertise, delivering indispensable intelligence to businesses and becoming the leading provider of detailed global market and regulatory analysis, legal tracking, and quantitative data for the e-cigarette sector worldwide.

## Expansion

Building on the success of ECigIntelligence and anticipating the rise of the CBD industry, we expanded our horizons in 2018 with the launch of CBD-Intel. This new adventure was dedicated to covering the complex world of CBD, providing clients with the same level of accuracy and strategic insights that had become our hallmark.

In 2020, the nicotine product landscape evolved and this led us to the creation of TobaccoIntelligence, solidifying our position as a leader in providing essential intelligence across the spectrum of nicotine-based products.

Our commitment to staying ahead of industry developments and responding to market demands prompted a significant evolution in 2022. Responding to growing interest in cannabis data, we rebranded CBD-Intel as CannIntelligence. This strategic move expanded our coverage to encompass the entire cannabis sector, providing clients with comprehensive insights.

## Today

Under the umbrella of Tamarind Intelligence, we operate with one prime focus – the provision of strategic insight based on solid data and expert analysis. We specialise in areas characterised by opaque regulatory environments, helping businesses to make informed decisions and optimise their strategies.

Our continued evolution reflects a commitment to excellence, innovation, and a firm dedication to our clients' success. And as we continue to adapt to the changing needs of our industries, our vision remains clear: to be your indispensable global strategic partner, setting the highest service standards in the industry.

# Why choose us

At Tamarind Intelligence, we go beyond information dissemination – we empower our clients with the tools to navigate a complex landscape, manage risks effectively, make informed strategic decisions, and optimise performance.

## Key advantages and competitive edge



**Dedication:** Our key advantage is our exclusive focus on the sectors we cover. We are specialists with decades of industry experience, ensuring our insights are tailored precisely to your needs.



**Data-driven insights:** We provide essential, data-based insights that help you stay ahead of market trends and regulatory changes, giving you a competitive edge in a rapidly evolving industry.



**Timely intelligence:** Our commitment to timely data intelligence ensures you're always one step ahead, allowing you to adapt swiftly to market shifts and make informed decisions.



**Risk management:** We empower you with the tools you need to manage risks effectively, safeguarding your investments and ensuring long-term success.



**Strategic decision-making:** Our actionable insights guide your strategic decision-making process, helping you identify opportunities, optimise resources, and drive growth.



**Global reach:** With a global perspective and coverage, we provide insights from around the world, allowing you to tap into international markets and stay informed about global regulations.



**Exclusive methodology:** Our proprietary methodology sets us apart, enabling us to predict industry changes efficiently and deliver accurate guidance to our clients.



**Client-centric approach:** We work closely with our clients, understanding their unique needs and challenges. Our services are characterised by collaboration and a shared commitment to success.



**Service excellence:** Our vision is to set the highest service standards in the industry. We continuously strive to exceed your expectations and ensure your satisfaction.

By choosing Tamarind Intelligence, you're not just gaining access to information: we are your strategic advantage, your global guide, and your key to navigating a sector with confidence.

# Our brands

## **ECigIntelligence**

ECigIntelligence is your compass in the ever-evolving landscape of electronic cigarettes and vaping. As pioneer data providers in the vaping sector, we empower businesses with accurate market analysis, regulatory guidance and quantitative data that will help you manage your existing operations effectively while also uncovering new strategic opportunities.

- ➔ Covers e-cigarettes (vapes).
- ➔ Devices.
- ➔ Liquids.
- ➔ Global coverage of regulation, policy, market data, and market analysis, news.
- ➔ The established market leader for 10 years.

## **TobaccoIntelligence**

For those involved in the changing alternative tobacco industry, TobaccoIntelligence is your trusted partner. With our profound understanding of the tobacco industry, we provide you with the intelligence needed to stay ahead in an ever-changing landscape – crucial insights for growth, compliance, and innovation.

- ➔ Covers all other novel nicotine products.
- ➔ Heated tobacco (heat-not-burn).
- ➔ Pouches/modern oral.
- ➔ Herbal heated sticks.
- ➔ Global coverage of regulation, policy, market data, market analysis, news.

## **CannIntelligence**

In an era marked by transformative cannabis legalisation, CannIntelligence's comprehensive data and strategic insight empower you to navigate this booming industry with confidence and foresight.

- ➔ Covers cannabis and cannabinoids.
- ➔ Recreational.
- ➔ Medical.
- ➔ Novel cannabinoids and CBD.
- ➔ Global coverage of regulation, policy, market data, market analysis, news.

# Our data and services

## Subscription service

Accessing our expertise has never been easier. Our subscription service provides you with regular, curated updates, in-depth reports, and access to our comprehensive intelligence platform. Stay informed and connected with ease through a wide selection of subscription plans that fit all budgets.

### ➔ Market intelligence

Our market intelligence will help you understand current market dynamics, emerging trends, and competitive landscapes. We provide in-depth market analysis, comprehensive reports, and real-time data updates, enabling you to make informed decisions and unlock opportunities.

### ➔ Regulatory insights

Navigating regulatory frameworks is crucial in industries with complex compliance requirements. Our regulatory tracking and analysis keep you up to date with evolving regulations, helping you adapt your strategies, ensure compliance, and mitigate risks effectively.

### ➔ Predictive intelligence

Data is the lifeblood of informed decision-making. Our predictive intelligence and forecasting harness the power of data to provide you with predictive insights. We curate, analyse, and interpret data to help you anticipate industry changes and stay ahead of the curve.

## Tailored research

Every business is unique, and so are its challenges. Our customised research service is tailored to address your specific needs. Whether it's bespoke research, consulting, or specialised reports, we provide solutions that align with your goals.

## Expert consultation

Our team of industry experts is here to support you. With a telephone consultation service, you can engage with our specialists for personalised guidance, strategy development, and actionable recommendations.

## Training and workshops

Knowledge is a powerful tool. We offer training and workshop services designed to enhance your team's understanding of industry complexities, regulatory nuances, and market dynamics, empowering them with the skills needed for success.

## Online store

Our online store is designed for those seeking immediate access to actionable insights. With a one-off purchase, you can access our ready-made reports, providing you with rapid access to critical data and analysis. Whether you're looking to stay informed about market trends, regulatory changes, or industry developments, our online store simplifies the process.

It's your gateway to instant intelligence, and a cost-effective solution if you are not ready to commit to a long-term subscription service.



# Corporate vision

Our vision is to be the unrivalled global strategic partner for professionals in the sectors we cover. We aspire to redefine excellence and deliver indispensable insights that optimise our clients' performance.

## Our commitment

We are dedicated to empowering our clients with essential insights on a global scale. Our mission is not just to provide information, but to equip professionals with the right tools they need to make use of that information in navigating these dynamic markets.

## Your strategic partner

Our vision is more than a statement; it's a promise to be your strategic partner. We don't just aspire to meet your expectations once; we aim to surpass them repeatedly.

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Your platform has become our main source of tracking global intelligence. Every aspect of heated tobacco data and insights your platform provides is exactly what we need. Honestly, it's not easy to gather different countries' information if without TobaccoIntelligence. We highly appreciate your detailed information on regulation, tax and price. And the prompt updates on datum surprise me most. We also want to thank you for the follow-ups on the TPD.

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Asian NGP manufacturer



# Our expert team — your trusted industry partner

Our greatest asset is our team of experts, dedicated to the specific industries we serve and with many decades of collective experience in the sectors we cover. Our team's expertise is the driving force behind our success.

## Objective insights

One of our distinguishing features is our unwavering commitment to objectivity. We provide an independent view that is not influenced by bias or external interests. Our insights are trusted by industry players because they know we offer impartial, unbiased analysis.

## Curated own methodology

Over the years, we've meticulously curated our own methodology for data collection, analysis, and forecasting. This methodology is the backbone of our success in providing the highest-quality data. With our proprietary approach, we predict industry changes more efficiently. We sift through vast amounts of information to distil the most critical insights for you. This knowledge isn't just informative; it's transformational.

## Dedicated partners

We don't just work for you; we work with you. We believe in close collaboration with our clients to understand your unique needs and challenges. Together, we chart a course toward success. Our clients' triumphs are a testament to our effective work.



# Global reach — all your data in one place

In today's fast-paced business landscape, access to timely and comprehensive data is not just an advantage; it's a necessity. We understand the challenges of sourcing and analysing data from diverse regions across the globe. That's why we've designed a solution that puts all the crucial information you need right at your fingertips.

## Unlock global insights

Our commitment to empowering businesses worldwide drives us to compile and curate data from multiple regions. With the combined expertise of our brands — ECigIntelligence, TobaccoIntelligence, and CannIntelligence — you gain crucial access to a wealth of information that covers dozens of countries. No longer do you need to search for sources and analysis for individual regions elsewhere. Our global data coverage consolidates critical insights into one place, saving you time and effort.

## Unmatched convenience

Your success is our priority, and convenience is key to your success. Our user-friendly platform allows you to navigate through data from various regions effortlessly. No more juggling between multiple sources or sifting through scattered information. We've simplified the process, putting the world's intelligence at your disposal.



# Client testimonials

Discover the impact of our services through the voices of those who matter most – our valued clients. At Tamarind Intelligence, we take immense pride in the trust our clients place in us. Their success stories are a testament to our commitment to excellence.

“

We use ECigIntelligence daily and we find it very useful. The invaluable information at our fingertips helps us stay current in the world of changes that could affect our business, as well as helps us strategize to better serve our customers in key markets throughout the globe.

”

US e-liquid manufacturer

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In an industry that is constantly changing and evolving, ECigIntelligence has provided a very helpful platform to stay current with worldwide regulation. They've got a great pulse on our industry and work very hard to provide accurate, timely updates for our team. We use their services on a daily basis and are very happy with the support we receive.

”

US manufacturer

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Tamarind Intelligence has been tirelessly pursuing industry dynamics and providing timely insight into the relevant topics and issues around NGP. They just give us the confidence that we are on top of things. It is a wonderful association, looking forward to a meaningful tie-up in the days ahead.

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Multinational fintech company

# Elevate your strategy: Navigating complexity, unlocking opportunities

Contact us today to start your  
journey toward success

## Contact us

We're here to serve you, answer your questions,  
and explore how we can help you thrive.

For general inquiries, information about our services, or to learn more  
about how we can benefit your business, please don't hesitate to contact us:  
[sales@tamarindintelligence.com](mailto:sales@tamarindintelligence.com) / +34 938585526

## Headquarters

Tamarind Intelligence  
Plaça del Dr. Letamendi, 1 - 7th Floor  
Barcelona 08007, Spain

## Social media

Stay connected with us on social media for the latest updates, industry  
insights, and more:



LinkedIn

@ecigintelligence  
@cannintelligence  
@tobaccointelligence



Twitter

@ECigIntel  
@CannIntell  
@TobaccoIntel