

Global Disposable E-cigarettes Market Size study, by Flavor (Non-Tobacco, Tobacco) by Distribution Channel (Online, Offline) and Regional Forecasts 2022-2028

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Abstracts

Global Disposable E-cigarettes Market is valued approximately USD 5.7 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 11.20% over the forecast period 2022-2028. An electronic cigarette is a tobacco-simulating electronic gadget. The increased health-consciousness of customers is likely to fuel demand for non-tobacco goods throughout the forecast period. According to a National Library of Medicine publication, the usage of disposable e-cigarettes among young adults in the United States climbed to 50.2 percent in February 2022, up from 22.1 percent before.. To improve product sales during the COVID-19 pandemic, e-cigarette producers have implemented many COVID-19-based marketing methods. The market's major participants began selling these items online through various e-commerce websites such as Amazon. According to a Truth Initiative report, internet retail for e-cigarettes and throwaway items reached 28% in June 2021. Furthermore, the availability of certified disposable e-cigarettes from various health agencies such as the National Medical Products Administration (NMPA) as a healthier alternative to tobacco smoking would fit in nicely with the development trend. The growing popularity of disposable e-cigarettes among customers, particularly the millennial generation, is likely to bolster the industry in the future years. To meet the rising customer demand for these items, key companies are releasing new and creative products. Dinner Lady, a U.K.-based vape firm, for example, debuted a disposable vape pen in January 2021, available in eight flavours including Lemon Tart, Citrus Ice, and Strawberry Ice. The campaign was launched to help people improve their health and transition away from combustible cigarettes. The shifting customer preference for more convenient smoking, without the need for recharging or refilling, will help the industry gain traction in the future years. For

example, RELX International joined the disposable market in May 2022, adding two new disposable vape brands to its line-up of luxury vapes in the United Kingdom: RELX x BubbleMon and WAKA Mini. The RELX x BubbleMon product is offered in two different styles: patterned colour and plain block colour. The devices have a transparent oil cabinet that displays the quantity of e-liquid remaining in the device, letting users know when to replenish it. However, the rising potential danger associated with each stage of the disposable e-cigarette product lifecycle stifles market growth from 2022 to 2028.

The key regions considered for the Global Disposable E-cigarettes Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. The disposable e-cigarette market was controlled by North America. The rising popularity of flavoured disposable e-cigarettes from companies such as Puff Bar, Vuse, and Suorin is projected to propel the region's sector forward. The market for disposable e-cigarettes in the Middle East and Africa is predicted to grow at the quickest rate during the forecast period. Individuals' increased knowledge of the hazardous consequences of tobacco, as well as their greater willingness to stop smoking, are driving up demand for disposable e-cigarettes in the Middle East and Africa area.

Major market player included in this report are:

Puff Bar

JUUL Labs, Inc.

British American Tobacco Plc

Imperial Brands Plc

Japan Tobacco Inc.

NJOY

YouMe Co. Ltd

Shenzhen IVPS Technology Co., Ltd.

Kaival Brands Innovations Group, Inc.

JAC Vapour

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Flavor:

Non-Tobacco

Tobacco

By Distribution Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Disposable E-cigarettes Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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