

Global E-Cigarettes Market Size by Product Type (Disposable, Rechargeable, and Modular), by Flavor (Tobacco, Botanical, Fruit, Sweet, Beverage, and Others) and by Distribution Channel (Specialist E-Cig Shops, Online, Supermarkets, Tobacconist, and Others) and Regional Forecasts 2021-2027.

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Abstracts

Global E-Cigarettes Market is valued approximately at USD 17.14 Billion in 2020 and is anticipated to grow with a healthy growth rate of more than 9.2% over the forecast period 2021-2027. Electronic cigarette is a battery operated device which allows to inhale a vaporized nicotine solution to inhale. The objective is to provide sensation of inhaling tobacco smoke without the smoke. The growing need for adopting safer alternatives of normal cigarettes is the driving factor for market. Additionally, there are variety of flavors available such as: - menthol, chocolate etc. unlike traditional cigarette which is helpful in attracting customers and increase the growth of the market. These are cost effective compared to traditional cigarettes which is also a driving factor for the market. But regulations imposed on selling of e-vaping products in countries like US and India are restraining the market growth. For instance: - the state of New York and Michigan banned the sale of flavored e-cigarettes. The advertisement, promotion and levels of nicotine in e-cigarettes is also regulated. Ban in several Asian countries such as: - Philippines, Thailand, Vietnam etc. is also slowing the growth of the market. The modular sector holds various opportunities to further flourish in the market because they offer high level customization that allows consumers to combine and alter different features and parts to change the flavor and various device settings which are available at various price ranges.

By region the Market for global e-cigarettes is segmented into key regions such as Asia

Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated with largest market share of over 40% in the year 2020. The presence of major market players is the reason for the region's dominating market share. Asia Pacific is expected to grow with a significant CAGR because most of the e-cigarettes are imported from countries such as: - China, making it convenient to purchase in bulk quantities via online platforms.

Major Market player included in this report are

Altria Group, Inc.

British American Tobacco

Imperial Brands

International Vapor Group

Japan Tobacco Inc.

NicQuid

JUUL Labs, Inc.

Philip Morris International Inc.

R.J. Reynolds Vapor Company

Shenzhen IVPS Technology Co., Ltd.

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 Product Type:

Disposable

Rechargeable

Modular

By Flavor:

Tobacco

Botanical

Fruit

Sweet

Beverage

Others

By Distribution Channel:

Specialist E-cig Shops

Online

Supermarkets

Tobacconist

Others

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

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global 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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