

# Global E-cigarette Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global E-cigarette market size will reach 23,253 Million USD in 2025 and is projected to reach 40,032 Million USD by 2032, with a CAGR of 8.07% (2025-2032). Notably, the China E-cigarette market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

An electronic cigarette, commonly known as an e-cigarette or vape, is a battery-operated device designed to deliver nicotine or other substances in the form of a vapor that can be inhaled. It typically consists of a rechargeable battery, a heating element, and a cartridge containing a liquid solution that often includes nicotine, flavorings, and other chemicals. When activated, the heating element vaporizes the liquid, which is then inhaled by the user. E-cigarettes have gained popularity as an alternative to traditional tobacco smoking, and their use is sometimes referred to as 'vaping.' However, they have raised health concerns due to potential risks associated with inhaling vaporized chemicals, and their long-term safety and impact on health continue to be subjects of research and debate.

The major global manufacturers of E-cigarette include Imperial Tobacco, Reynolds American, Japan Tobacco, Altria, VMR, Product, Njoy, Vaporcorp, 21st Century, Truvape, FirstUnion, Hangsen Group, Buddy Group, Kimree, Innokin, Smoore International, SMOK, etc. The global players competition landscape in this report is

divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of E-cigarette. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global E-cigarette market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the E-cigarette market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of E-cigarette industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of E-cigarette Include:

Imperial Tobacco

Reynolds American

Japan Tobacco

Altria

VMR

Product

Njoy

Vaporcorp

21st Century

Truvape

FirstUnion

Hangsen Group

Buddy Group

Kimree

Innokin

Smooore International

SMOK

E-cigarette Product Segment Include:

With Screen

Without Screen

E-cigarette Product Application Include:

Online Sales

Offline Sales

## **Chapter Scope**

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