

Global Electronic Hookah (Electronic Shisha) Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Electronic Hookah (Electronic Shisha) market size will reach 54.86 Million USD in 2025 and is projected to reach 224.26 Million USD by 2032, with a CAGR of 22.28% (2025-2032). Notably, the China Electronic Hookah (Electronic Shisha) 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 hookah, also known as an electronic shisha, is a device that simulates the experience of smoking a traditional hookah or shisha pipe using electronic vaporization technology. Instead of burning tobacco and charcoal like in a traditional hookah, electronic hookahs use a battery-powered heating element to vaporize a flavored liquid solution, often called e-liquid or e-juice. This liquid typically contains a mixture of propylene glycol, vegetable glycerin, nicotine (optional), and flavorings. When the user inhales from the mouthpiece, the heating element vaporizes the e-liquid, producing a flavored vapor that is then inhaled into the lungs. Electronic hookahs are available in various designs, including pen-style devices, rechargeable units, and disposable models. They offer a smoke-free alternative to traditional hookah smoking, as the vapor produced by electronic hookahs contains fewer harmful chemicals and toxins than smoke from burning tobacco. Additionally, electronic hookahs come in a wide range of flavors, allowing users to enjoy different taste experiences without the need for charcoal or tobacco.

The major global manufacturers of Electronic Hookah (Electronic Shisha) include Aspire, J Well, ePuffer, AIR, Ramsider, Jilin Group, Xtra Flavors, 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 Electronic Hookah (Electronic Shisha). 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 Electronic Hookah (Electronic Shisha) 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 Electronic Hookah (Electronic Shisha) 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 Electronic Hookah (Electronic Shisha) 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 Electronic Hookah (Electronic Shisha) Include:

Aspire

J Well

ePuffer

AIR

Ramsider

Jilin Group

Xtra Flavors

Electronic Hookah (Electronic Shisha) Product Segment Include:

Shisha Head Towel

Electric Shisha

Electronic Hookah (Electronic Shisha) Product Application Include:

Commercial Use

Home Use

Chapter Scope

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