

Global E-cigarette and Vape Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global E-cigarette and Vape market size was valued at US\$ 20640 million in 2024 and is forecast to a readjusted size of USD 38000 million by 2031 with a CAGR of 9.2% during review period.

E-cigarette is a kind of electronic product that imitates cigarette. It has the same appearance, smoke, taste and feeling as cigarette. It is a kind of product that can be inhaled by users after nicotine is turned into steam by means of atomization. Electronic cigarette is composed of atomizer, control chip and battery. When the electronic cigarette is working, the liquid of the electronic cigarette is transferred to the atomization room, and then connected through the smoking air switch, and then the control chip (lithium battery drive) controls the heating of the atomization room to generate the vapor fog simulating the smoke, so as to meet the pleasure of smokers and the psychological habits developed for many years.

Global core manufacturers of E-cigarette and Vape for In-line Systems include Imperial Tobacco, British American Tobacco, Japan Tobacco, Altria and Philip Morris International. North America is the largest consumption region, accounting for approximately 57% of the global market. In terms of type, e-vapor is the largest market segment, with a share of more than 94%. In terms of sales channel, the largest sales channel is offline sales, with a share of approximately 83%.

This report is a detailed and comprehensive analysis for global E-cigarette and Vape market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sales Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors

that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global E-cigarette and Vape market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2020-2031

Global E-cigarette and Vape market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2020-2031

Global E-cigarette and Vape market size and forecasts, by Type and by Sales Channel, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2020-2031

Global E-cigarette and Vape market shares of main players, shipments in revenue (\$ Million), sales quantity (M Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for E-cigarette and Vape
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global E-cigarette and Vape market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Imperial Tobacco, British American Tobacco, Japan Tobacco, Altria, Philip Morris International, FirstUnion, Buddy Group, Innokin, RELX, Smoore International, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

E-cigarette and Vape market is split by Type and by Sales Channel. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

E-vapor

Heated Not Burn

Market segment by Sales Channel

Online Sales

Offline Sales

Major players covered

Imperial Tobacco

British American Tobacco

Japan Tobacco

Altria

Philip Morris International

FirstUnion

Buddy Group

Innokin

RELX

Smoore International

ELFBAR

SKE Crystal

Elux

MOTI

Boulder

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe E-cigarette and Vape product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of E-cigarette and Vape, with price, sales quantity, revenue, and global market share of E-cigarette and Vape from 2020 to 2025.

Chapter 3, the E-cigarette and Vape competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the E-cigarette and Vape breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Sales Channel, with sales market share and growth rate by Type, by Sales Channel, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and E-cigarette and Vape market forecast, by regions, by Type, and by Sales Channel, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of E-cigarette and Vape.

Chapter 14 and 15, to describe E-cigarette and Vape sales channel, distributors, customers, research findings and conclusion.

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