

Global E-cigarette and Vaping 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 Vaping market size was valued at US\$ million in 2024 and is forecast to a readjusted size of USD million by 2031 with a CAGR of %during review period.

An electronic cigarette[notes is an electronic device that simulates tobacco smoking. It consists of an atomizer, a power source such as a battery, and a container such as a cartridge or tank. Instead of smoke, the user inhales vapor.

Global E-cigarette and Vaping key players include JUUL, Vuse, MarkTen, Blu, etc. Europe is the largest market, with a share about 50%, followed by North America, with a share about 45 percent.

In terms of product, Rechargeable is the largest segment, with a share about 90%.

This report is a detailed and comprehensive analysis for global E-cigarette and Vaping 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 Vaping market size and forecasts, in consumption value (\$

Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2020-2031

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

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

Global E-cigarette and Vaping market shares of main players, shipments in revenue (\$ Million), sales quantity (Million 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 Vaping
- 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 Vaping 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 JUUL, Vuse, MarkTen, Blu, Logic, SR Vapes, Comp Lyfe, RNV Designs, Timesvape, etc.

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

Market Segmentation

E-cigarette and Vaping 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

Mechanical E-cigarettes (Mods)

Rechargeable

Market segment by Sales Channel

Online

Offline

Major players covered

JUUL

Vuse

MarkTen

Blu

Logic

SR Vapes

Comp Lyfe

RNV Designs

Timesvape

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 Vaping product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the E-cigarette and Vaping 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 Vaping 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 Vaping.

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

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global E-cigarette and Vaping Consumption Value by Type: 2020 Versus 2024 Versus 2031

1.3.2 Mechanical E-cigarettes (Mods)

1.3.3 Rechargeable

1.4 Market Analysis by Sales Channel

1.4.1 Overview: Global E-cigarette and Vaping Consumption Value by Sales Channel: 2020 Versus 2024 Versus 2031

1.4.2 Online

1.4.3 Offline

1.5 Global E-cigarette and Vaping Market Size & Forecast

1.5.1 Global E-cigarette and Vaping Consumption Value (2020 & 2024 & 2031)

1.5.2 Global E-cigarette and Vaping Sales Quantity (2020-2031)

1.5.3 Global E-cigarette and Vaping Average Price (2020-2031)

2 MANUFACTURERS PROFILES

2.1 JUUL

2.1.1 JUUL Details

2.1.2 JUUL Major Business

2.1.3 JUUL E-cigarette and Vaping Product and Services

2.1.4 JUUL E-cigarette and Vaping Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 JUUL Recent Developments/Updates

2.2 Vuse

2.2.1 Vuse Details

2.2.2 Vuse Major Business

2.2.3 Vuse E-cigarette and Vaping Product and Services

2.2.4 Vuse E-cigarette and Vaping Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 Vuse Recent Developments/Updates

2.3 MarkTen

2.3.1 MarkTen Details

- 2.3.2 MarkTen Major Business
- 2.3.3 MarkTen E-cigarette and Vaping Product and Services
- 2.3.4 MarkTen E-cigarette and Vaping Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.3.5 MarkTen Recent Developments/Updates
- 2.4 Blu
 - 2.4.1 Blu Details
 - 2.4.2 Blu Major Business
 - 2.4.3 Blu E-cigarette and Vaping Product and Services
 - 2.4.4 Blu E-cigarette and Vaping Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.4.5 Blu Recent Developments/Updates
- 2.5 Logic
 - 2.5.1 Logic Details
 - 2.5.2 Logic Major Business
 - 2.5.3 Logic E-cigarette and Vaping Product and Services
 - 2.5.4 Logic E-cigarette and Vaping Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.5.5 Logic Recent Developments/Updates
- 2.6 SR Vapes
 - 2.6.1 SR Vapes Details
 - 2.6.2 SR Vapes Major Business
 - 2.6.3 SR Vapes E-cigarette and Vaping Product and Services
 - 2.6.4 SR Vapes E-cigarette and Vaping Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.6.5 SR Vapes Recent Developments/Updates
- 2.7 Comp Lyfe
 - 2.7.1 Comp Lyfe Details
 - 2.7.2 Comp Lyfe Major Business
 - 2.7.3 Comp Lyfe E-cigarette and Vaping Product and Services
 - 2.7.4 Comp Lyfe E-cigarette and Vaping Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.7.5 Comp Lyfe Recent Developments/Updates
- 2.8 RNV Designs
 - 2.8.1 RNV Designs Details
 - 2.8.2 RNV Designs Major Business
 - 2.8.3 RNV Designs E-cigarette and Vaping Product and Services
 - 2.8.4 RNV Designs E-cigarette and Vaping Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

- 2.8.5 RNV Designs Recent Developments/Updates
- 2.9 Timesvape
 - 2.9.1 Timesvape Details
 - 2.9.2 Timesvape Major Business
 - 2.9.3 Timesvape E-cigarette and Vaping Product and Services
 - 2.9.4 Timesvape E-cigarette and Vaping Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.9.5 Timesvape Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: E-CIGARETTE AND VAPING BY MANUFACTURER

- 3.1 Global E-cigarette and Vaping Sales Quantity by Manufacturer (2020-2025)
- 3.2 Global E-cigarette and Vaping Revenue by Manufacturer (2020-2025)
- 3.3 Global E-cigarette and Vaping Average Price by Manufacturer (2020-2025)
- 3.4 Market Share Analysis (2024)
 - 3.4.1 Producer Shipments of E-cigarette and Vaping by Manufacturer Revenue (\$MM) and Market Share (%): 2024
 - 3.4.2 Top 3 E-cigarette and Vaping Manufacturer Market Share in 2024
 - 3.4.3 Top 6 E-cigarette and Vaping Manufacturer Market Share in 2024
- 3.5 E-cigarette and Vaping Market: Overall Company Footprint Analysis
 - 3.5.1 E-cigarette and Vaping Market: Region Footprint
 - 3.5.2 E-cigarette and Vaping Market: Company Product Type Footprint
 - 3.5.3 E-cigarette and Vaping Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global E-cigarette and Vaping Market Size by Region
 - 4.1.1 Global E-cigarette and Vaping Sales Quantity by Region (2020-2031)
 - 4.1.2 Global E-cigarette and Vaping Consumption Value by Region (2020-2031)
 - 4.1.3 Global E-cigarette and Vaping Average Price by Region (2020-2031)
- 4.2 North America E-cigarette and Vaping Consumption Value (2020-2031)
- 4.3 Europe E-cigarette and Vaping Consumption Value (2020-2031)
- 4.4 Asia-Pacific E-cigarette and Vaping Consumption Value (2020-2031)
- 4.5 South America E-cigarette and Vaping Consumption Value (2020-2031)
- 4.6 Middle East & Africa E-cigarette and Vaping Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

- 5.1 Global E-cigarette and Vaping Sales Quantity by Type (2020-2031)
- 5.2 Global E-cigarette and Vaping Consumption Value by Type (2020-2031)
- 5.3 Global E-cigarette and Vaping Average Price by Type (2020-2031)

6 MARKET SEGMENT BY SALES CHANNEL

- 6.1 Global E-cigarette and Vaping Sales Quantity by Sales Channel (2020-2031)
- 6.2 Global E-cigarette and Vaping Consumption Value by Sales Channel (2020-2031)
- 6.3 Global E-cigarette and Vaping Average Price by Sales Channel (2020-2031)

7 NORTH AMERICA

- 7.1 North America E-cigarette and Vaping Sales Quantity by Type (2020-2031)
- 7.2 North America E-cigarette and Vaping Sales Quantity by Sales Channel (2020-2031)
- 7.3 North America E-cigarette and Vaping Market Size by Country
 - 7.3.1 North America E-cigarette and Vaping Sales Quantity by Country (2020-2031)
 - 7.3.2 North America E-cigarette and Vaping Consumption Value by Country (2020-2031)
 - 7.3.3 United States Market Size and Forecast (2020-2031)
 - 7.3.4 Canada Market Size and Forecast (2020-2031)
 - 7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

- 8.1 Europe E-cigarette and Vaping Sales Quantity by Type (2020-2031)
- 8.2 Europe E-cigarette and Vaping Sales Quantity by Sales Channel (2020-2031)
- 8.3 Europe E-cigarette and Vaping Market Size by Country
 - 8.3.1 Europe E-cigarette and Vaping Sales Quantity by Country (2020-2031)
 - 8.3.2 Europe E-cigarette and Vaping Consumption Value by Country (2020-2031)
 - 8.3.3 Germany Market Size and Forecast (2020-2031)
 - 8.3.4 France Market Size and Forecast (2020-2031)
 - 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
 - 8.3.6 Russia Market Size and Forecast (2020-2031)
 - 8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific E-cigarette and Vaping Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific E-cigarette and Vaping Sales Quantity by Sales Channel (2020-2031)
- 9.3 Asia-Pacific E-cigarette and Vaping Market Size by Region
 - 9.3.1 Asia-Pacific E-cigarette and Vaping Sales Quantity by Region (2020-2031)
 - 9.3.2 Asia-Pacific E-cigarette and Vaping Consumption Value by Region (2020-2031)
 - 9.3.3 China Market Size and Forecast (2020-2031)
 - 9.3.4 Japan Market Size and Forecast (2020-2031)
 - 9.3.5 South Korea Market Size and Forecast (2020-2031)
 - 9.3.6 India Market Size and Forecast (2020-2031)
 - 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
 - 9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

- 10.1 South America E-cigarette and Vaping Sales Quantity by Type (2020-2031)
- 10.2 South America E-cigarette and Vaping Sales Quantity by Sales Channel (2020-2031)
- 10.3 South America E-cigarette and Vaping Market Size by Country
 - 10.3.1 South America E-cigarette and Vaping Sales Quantity by Country (2020-2031)
 - 10.3.2 South America E-cigarette and Vaping Consumption Value by Country (2020-2031)
 - 10.3.3 Brazil Market Size and Forecast (2020-2031)
 - 10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa E-cigarette and Vaping Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa E-cigarette and Vaping Sales Quantity by Sales Channel (2020-2031)
- 11.3 Middle East & Africa E-cigarette and Vaping Market Size by Country
 - 11.3.1 Middle East & Africa E-cigarette and Vaping Sales Quantity by Country (2020-2031)
 - 11.3.2 Middle East & Africa E-cigarette and Vaping Consumption Value by Country (2020-2031)
 - 11.3.3 Turkey Market Size and Forecast (2020-2031)
 - 11.3.4 Egypt Market Size and Forecast (2020-2031)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)
 - 11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

- 12.1 E-cigarette and Vaping Market Drivers
- 12.2 E-cigarette and Vaping Market Restraints
- 12.3 E-cigarette and Vaping Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of E-cigarette and Vaping and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of E-cigarette and Vaping
- 13.3 E-cigarette and Vaping Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 E-cigarette and Vaping Typical Distributors
- 14.3 E-cigarette and Vaping Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global E-cigarette and Vaping Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global E-cigarette and Vaping Consumption Value by Sales Channel, (USD Million), 2020 & 2024 & 2031

Table 3. JUUL Basic Information, Manufacturing Base and Competitors

Table 4. JUUL Major Business

Table 5. JUUL E-cigarette and Vaping Product and Services

Table 6. JUUL E-cigarette and Vaping Sales Quantity (Million Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. JUUL Recent Developments/Updates

Table 8. Vuse Basic Information, Manufacturing Base and Competitors

Table 9. Vuse Major Business

Table 10. Vuse E-cigarette and Vaping Product and Services

Table 11. Vuse E-cigarette and Vaping Sales Quantity (Million Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Vuse Recent Developments/Updates

Table 13. MarkTen Basic Information, Manufacturing Base and Competitors

Table 14. MarkTen Major Business

Table 15. MarkTen E-cigarette and Vaping Product and Services

Table 16. MarkTen E-cigarette and Vaping Sales Quantity (Million Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. MarkTen Recent Developments/Updates

Table 18. Blu Basic Information, Manufacturing Base and Competitors

Table 19. Blu Major Business

Table 20. Blu E-cigarette and Vaping Product and Services

Table 21. Blu E-cigarette and Vaping Sales Quantity (Million Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Blu Recent Developments/Updates

Table 23. Logic Basic Information, Manufacturing Base and Competitors

Table 24. Logic Major Business

Table 25. Logic E-cigarette and Vaping Product and Services

Table 26. Logic E-cigarette and Vaping Sales Quantity (Million Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. Logic Recent Developments/Updates

Table 28. SR Vapes Basic Information, Manufacturing Base and Competitors

Table 29. SR Vapes Major Business
Table 30. SR Vapes E-cigarette and Vaping Product and Services
Table 31. SR Vapes E-cigarette and Vaping Sales Quantity (Million Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
Table 32. SR Vapes Recent Developments/Updates
Table 33. Comp Lyfe Basic Information, Manufacturing Base and Competitors
Table 34. Comp Lyfe Major Business
Table 35. Comp Lyfe E-cigarette and Vaping Product and Services
Table 36. Comp Lyfe E-cigarette and Vaping Sales Quantity (Million Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
Table 37. Comp Lyfe Recent Developments/Updates
Table 38. RNV Designs Basic Information, Manufacturing Base and Competitors
Table 39. RNV Designs Major Business
Table 40. RNV Designs E-cigarette and Vaping Product and Services
Table 41. RNV Designs E-cigarette and Vaping Sales Quantity (Million Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
Table 42. RNV Designs Recent Developments/Updates
Table 43. Timesvape Basic Information, Manufacturing Base and Competitors
Table 44. Timesvape Major Business
Table 45. Timesvape E-cigarette and Vaping Product and Services
Table 46. Timesvape E-cigarette and Vaping Sales Quantity (Million Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
Table 47. Timesvape Recent Developments/Updates
Table 48. Global E-cigarette and Vaping Sales Quantity by Manufacturer (2020-2025) & (Million Units)
Table 49. Global E-cigarette and Vaping Revenue by Manufacturer (2020-2025) & (USD Million)
Table 50. Global E-cigarette and Vaping Average Price by Manufacturer (2020-2025) & (US\$/Unit)
Table 51. Market Position of Manufacturers in E-cigarette and Vaping, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024
Table 52. Head Office and E-cigarette and Vaping Production Site of Key Manufacturer
Table 53. E-cigarette and Vaping Market: Company Product Type Footprint
Table 54. E-cigarette and Vaping Market: Company Product Application Footprint
Table 55. E-cigarette and Vaping New Market Entrants and Barriers to Market Entry
Table 56. E-cigarette and Vaping Mergers, Acquisition, Agreements, and Collaborations
Table 57. Global E-cigarette and Vaping Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR
Table 58. Global E-cigarette and Vaping Sales Quantity by Region (2020-2025) &

(Million Units)

Table 59. Global E-cigarette and Vaping Sales Quantity by Region (2026-2031) & (Million Units)

Table 60. Global E-cigarette and Vaping Consumption Value by Region (2020-2025) & (USD Million)

Table 61. Global E-cigarette and Vaping Consumption Value by Region (2026-2031) & (USD Million)

Table 62. Global E-cigarette and Vaping Average Price by Region (2020-2025) & (US\$/Unit)

Table 63. Global E-cigarette and Vaping Average Price by Region (2026-2031) & (US\$/Unit)

Table 64. Global E-cigarette and Vaping Sales Quantity by Type (2020-2025) & (Million Units)

Table 65. Global E-cigarette and Vaping Sales Quantity by Type (2026-2031) & (Million Units)

Table 66. Global E-cigarette and Vaping Consumption Value by Type (2020-2025) & (USD Million)

Table 67. Global E-cigarette and Vaping Consumption Value by Type (2026-2031) & (USD Million)

Table 68. Global E-cigarette and Vaping Average Price by Type (2020-2025) & (US\$/Unit)

Table 69. Global E-cigarette and Vaping Average Price by Type (2026-2031) & (US\$/Unit)

Table 70. Global E-cigarette and Vaping Sales Quantity by Sales Channel (2020-2025) & (Million Units)

Table 71. Global E-cigarette and Vaping Sales Quantity by Sales Channel (2026-2031) & (Million Units)

Table 72. Global E-cigarette and Vaping Consumption Value by Sales Channel (2020-2025) & (USD Million)

Table 73. Global E-cigarette and Vaping Consumption Value by Sales Channel (2026-2031) & (USD Million)

Table 74. Global E-cigarette and Vaping Average Price by Sales Channel (2020-2025) & (US\$/Unit)

Table 75. Global E-cigarette and Vaping Average Price by Sales Channel (2026-2031) & (US\$/Unit)

Table 76. North America E-cigarette and Vaping Sales Quantity by Type (2020-2025) & (Million Units)

Table 77. North America E-cigarette and Vaping Sales Quantity by Type (2026-2031) & (Million Units)

Table 78. North America E-cigarette and Vaping Sales Quantity by Sales Channel (2020-2025) & (Million Units)

Table 79. North America E-cigarette and Vaping Sales Quantity by Sales Channel (2026-2031) & (Million Units)

Table 80. North America E-cigarette and Vaping Sales Quantity by Country (2020-2025) & (Million Units)

Table 81. North America E-cigarette and Vaping Sales Quantity by Country (2026-2031) & (Million Units)

Table 82. North America E-cigarette and Vaping Consumption Value by Country (2020-2025) & (USD Million)

Table 83. North America E-cigarette and Vaping Consumption Value by Country (2026-2031) & (USD Million)

Table 84. Europe E-cigarette and Vaping Sales Quantity by Type (2020-2025) & (Million Units)

Table 85. Europe E-cigarette and Vaping Sales Quantity by Type (2026-2031) & (Million Units)

Table 86. Europe E-cigarette and Vaping Sales Quantity by Sales Channel (2020-2025) & (Million Units)

Table 87. Europe E-cigarette and Vaping Sales Quantity by Sales Channel (2026-2031) & (Million Units)

Table 88. Europe E-cigarette and Vaping Sales Quantity by Country (2020-2025) & (Million Units)

Table 89. Europe E-cigarette and Vaping Sales Quantity by Country (2026-2031) & (Million Units)

Table 90. Europe E-cigarette and Vaping Consumption Value by Country (2020-2025) & (USD Million)

Table 91. Europe E-cigarette and Vaping Consumption Value by Country (2026-2031) & (USD Million)

Table 92. Asia-Pacific E-cigarette and Vaping Sales Quantity by Type (2020-2025) & (Million Units)

Table 93. Asia-Pacific E-cigarette and Vaping Sales Quantity by Type (2026-2031) & (Million Units)

Table 94. Asia-Pacific E-cigarette and Vaping Sales Quantity by Sales Channel (2020-2025) & (Million Units)

Table 95. Asia-Pacific E-cigarette and Vaping Sales Quantity by Sales Channel (2026-2031) & (Million Units)

Table 96. Asia-Pacific E-cigarette and Vaping Sales Quantity by Region (2020-2025) & (Million Units)

Table 97. Asia-Pacific E-cigarette and Vaping Sales Quantity by Region (2026-2031) &

(Million Units)

Table 98. Asia-Pacific E-cigarette and Vaping Consumption Value by Region
(2020-2025) & (USD Million)

Table 99. Asia-Pacific E-cigarette and Vaping Consumption Value by Region
(2026-2031) & (USD Million)

Table 100. South America E-cigarette and Vaping Sales Quantity by Type (2020-2025)
& (Million Units)

Table 101. South America E-cigarette and Vaping Sales Quantity by Type (2026-2031)
& (Million Units)

Table 102. South America E-cigarette and Vaping Sales Quantity by Sales Channel
(2020-2025) & (Million Units)

Table 103. South America E-cigarette and Vaping Sales Quantity by Sales Channel
(2026-2031) & (Million Units)

Table 104. South America E-cigarette and Vaping Sales Quantity by Country
(2020-2025) & (Million Units)

Table 105. South America E-cigarette and Vaping Sales Quantity by Country
(2026-2031) & (Million Units)

Table 106. South America E-cigarette and Vaping Consumption Value by Country
(2020-2025) & (USD Million)

Table 107. South America E-cigarette and Vaping Consumption Value by Country
(2026-2031) & (USD Million)

Table 108. Middle East & Africa E-cigarette and Vaping Sales Quantity by Type
(2020-2025) & (Million Units)

Table 109. Middle East & Africa E-cigarette and Vaping Sales Quantity by Type
(2026-2031) & (Million Units)

Table 110. Middle East & Africa E-cigarette and Vaping Sales Quantity by Sales
Channel (2020-2025) & (Million Units)

Table 111. Middle East & Africa E-cigarette and Vaping Sales Quantity by Sales
Channel (2026-2031) & (Million Units)

Table 112. Middle East & Africa E-cigarette and Vaping Sales Quantity by Country
(2020-2025) & (Million Units)

Table 113. Middle East & Africa E-cigarette and Vaping Sales Quantity by Country
(2026-2031) & (Million Units)

Table 114. Middle East & Africa E-cigarette and Vaping Consumption Value by Country
(2020-2025) & (USD Million)

Table 115. Middle East & Africa E-cigarette and Vaping Consumption Value by Country
(2026-2031) & (USD Million)

Table 116. E-cigarette and Vaping Raw Material

Table 117. Key Manufacturers of E-cigarette and Vaping Raw Materials

Table 118. E-cigarette and Vaping Typical Distributors

Table 119. E-cigarette and Vaping Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. E-cigarette and Vaping Picture

Figure 2. Global E-cigarette and Vaping Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global E-cigarette and Vaping Revenue Market Share by Type in 2024

Figure 4. Mechanical E-cigarettes (Mods) Examples

Figure 5. Rechargeable Examples

Figure 6. Global E-cigarette and Vaping Consumption Value by Sales Channel, (USD Million), 2020 & 2024 & 2031

Figure 7. Global E-cigarette and Vaping Revenue Market Share by Sales Channel in 2024

Figure 8. Online Examples

Figure 9. Offline Examples

Figure 10. Global E-cigarette and Vaping Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 11. Global E-cigarette and Vaping Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 12. Global E-cigarette and Vaping Sales Quantity (2020-2031) & (Million Units)

Figure 13. Global E-cigarette and Vaping Price (2020-2031) & (US\$/Unit)

Figure 14. Global E-cigarette and Vaping Sales Quantity Market Share by Manufacturer in 2024

Figure 15. Global E-cigarette and Vaping Revenue Market Share by Manufacturer in 2024

Figure 16. Producer Shipments of E-cigarette and Vaping by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 17. Top 3 E-cigarette and Vaping Manufacturer (Revenue) Market Share in 2024

Figure 18. Top 6 E-cigarette and Vaping Manufacturer (Revenue) Market Share in 2024

Figure 19. Global E-cigarette and Vaping Sales Quantity Market Share by Region (2020-2031)

Figure 20. Global E-cigarette and Vaping Consumption Value Market Share by Region (2020-2031)

Figure 21. North America E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 22. Europe E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 23. Asia-Pacific E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Million)

Figure 24. South America E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 25. Middle East & Africa E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 26. Global E-cigarette and Vaping Sales Quantity Market Share by Type (2020-2031)

Figure 27. Global E-cigarette and Vaping Consumption Value Market Share by Type (2020-2031)

Figure 28. Global E-cigarette and Vaping Average Price by Type (2020-2031) & (US\$/Unit)

Figure 29. Global E-cigarette and Vaping Sales Quantity Market Share by Sales Channel (2020-2031)

Figure 30. Global E-cigarette and Vaping Revenue Market Share by Sales Channel (2020-2031)

Figure 31. Global E-cigarette and Vaping Average Price by Sales Channel (2020-2031) & (US\$/Unit)

Figure 32. North America E-cigarette and Vaping Sales Quantity Market Share by Type (2020-2031)

Figure 33. North America E-cigarette and Vaping Sales Quantity Market Share by Sales Channel (2020-2031)

Figure 34. North America E-cigarette and Vaping Sales Quantity Market Share by Country (2020-2031)

Figure 35. North America E-cigarette and Vaping Consumption Value Market Share by Country (2020-2031)

Figure 36. United States E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 37. Canada E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 38. Mexico E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 39. Europe E-cigarette and Vaping Sales Quantity Market Share by Type (2020-2031)

Figure 40. Europe E-cigarette and Vaping Sales Quantity Market Share by Sales Channel (2020-2031)

Figure 41. Europe E-cigarette and Vaping Sales Quantity Market Share by Country (2020-2031)

Figure 42. Europe E-cigarette and Vaping Consumption Value Market Share by Country (2020-2031)

Figure 43. Germany E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 44. France E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 45. United Kingdom E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 46. Russia E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 47. Italy E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 48. Asia-Pacific E-cigarette and Vaping Sales Quantity Market Share by Type (2020-2031)

Figure 49. Asia-Pacific E-cigarette and Vaping Sales Quantity Market Share by Sales Channel (2020-2031)

Figure 50. Asia-Pacific E-cigarette and Vaping Sales Quantity Market Share by Region (2020-2031)

Figure 51. Asia-Pacific E-cigarette and Vaping Consumption Value Market Share by Region (2020-2031)

Figure 52. China E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 53. Japan E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 54. South Korea E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 55. India E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 56. Southeast Asia E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 57. Australia E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 58. South America E-cigarette and Vaping Sales Quantity Market Share by Type (2020-2031)

Figure 59. South America E-cigarette and Vaping Sales Quantity Market Share by Sales Channel (2020-2031)

Figure 60. South America E-cigarette and Vaping Sales Quantity Market Share by Country (2020-2031)

Figure 61. South America E-cigarette and Vaping Consumption Value Market Share by Country (2020-2031)

Figure 62. Brazil E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 63. Argentina E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 64. Middle East & Africa E-cigarette and Vaping Sales Quantity Market Share by Type (2020-2031)

Figure 65. Middle East & Africa E-cigarette and Vaping Sales Quantity Market Share by Sales Channel (2020-2031)

Figure 66. Middle East & Africa E-cigarette and Vaping Sales Quantity Market Share by Country (2020-2031)

Figure 67. Middle East & Africa E-cigarette and Vaping Consumption Value Market Share by Country (2020-2031)

Figure 68. Turkey E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 69. Egypt E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 70. Saudi Arabia E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 71. South Africa E-cigarette and Vaping Consumption Value (2020-2031) & (USD Million)

Figure 72. E-cigarette and Vaping Market Drivers

Figure 73. E-cigarette and Vaping Market Restraints

Figure 74. E-cigarette and Vaping Market Trends

Figure 75. Porters Five Forces Analysis

Figure 76. Manufacturing Cost Structure Analysis of E-cigarette and Vaping in 2024

Figure 77. Manufacturing Process Analysis of E-cigarette and Vaping

Figure 78. E-cigarette and Vaping Industrial Chain

Figure 79. Sales Channel: Direct to End-User vs Distributors

Figure 80. Direct Channel Pros & Cons

Figure 81. Indirect Channel Pros & Cons

Figure 82. Methodology

Figure 83. Research Process and Data Source

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