

Global Electronic Nicotine Delivery System (ENDS) 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 Electronic Nicotine Delivery System (ENDS) market size was valued at US\$ 4939 million in 2024 and is forecast to a readjusted size of USD 6826 million by 2031 with a CAGR of 4.8% during review period.

Electronic Nicotine Delivery Systems (ENDS), also called electronic cigarettes, e-cigarettes, vaping devices, or vape pens, are battery-powered devices used to smoke or “vape” a flavored solution which usually contains nicotine. An Electronic Nicotine Delivery System (ENDS), also known as electronic cigarettes, e-cigarettes, or vape pens, is a handheld electronic device that heats a liquid (e-liquid or vape juice) containing nicotine, flavors, and other chemicals to create an aerosol for inhalation. ENDS are a popular alternative to traditional tobacco cigarettes and are often used as smoking cessation aids or for recreational purposes.

The global Electronic Nicotine Delivery System (ENDS) market refers to the market for electronic devices that vaporize a liquid formulation containing nicotine, which is then inhaled by the user. ENDS, commonly known as e-cigarettes or vaping devices, have gained significant popularity in recent years as an alternative to traditional tobacco smoking.

Here are some key factors driving the growth of the global ENDS market:

Increasing awareness about the harmful effects of traditional tobacco smoking: The rising awareness about the health risks associated with traditional tobacco smoking has led many individuals to seek alternative nicotine delivery methods. ENDS are perceived

by some as a potentially less harmful alternative, as they do not involve combustion and the production of harmful tobacco smoke.

Growing demand for smoking cessation products: ENDS are often marketed as smoking cessation tools, helping individuals transition away from traditional cigarettes. Many smokers are turning to ENDS as a means to quit or reduce their smoking habits. This demand, coupled with research studies exploring the efficacy of ENDS as smoking cessation aids, is driving the market growth.

Technological advancements and product innovations: The ENDS market has witnessed rapid technological advancements and product innovations. Manufacturers are constantly introducing new and improved devices, offering customizable features, sleek designs, and enhanced user experience. These factors attract both new and existing users, contributing to market growth.

Flavor variety and customization options: ENDS offer a wide range of flavors, allowing users to personalize their vaping experience. Manufacturers continually introduce new and unique flavors to cater to different preferences. The availability of a diverse range of flavors and customization options contributes to the market's growth by attracting a broader consumer base.

Increasing regulatory support: Governments and regulatory bodies are developing frameworks to regulate the ENDS market. While regulations may vary across different regions, efforts are being made to establish standards for product safety, manufacturing practices, marketing, and age restrictions. Such regulations help legitimize the market and create a safer environment for consumers.

In summary, the global ENDS market is driven by factors such as increasing awareness about the harmful effects of traditional tobacco smoking, growing demand for smoking cessation products, technological advancements and product innovations, flavor variety and customization options, and increasing regulatory support. As the market continues to evolve, it is important for regulators, manufacturers, and consumers to strike a balance between product accessibility, safety, and public health concerns.

This report is a detailed and comprehensive analysis for global Electronic Nicotine Delivery System (ENDS) market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. 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 Electronic Nicotine Delivery System (ENDS) market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Electronic Nicotine Delivery System (ENDS) market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Electronic Nicotine Delivery System (ENDS) market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Electronic Nicotine Delivery System (ENDS) market shares of main players, shipments in revenue (\$ Million), sales quantity (K 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 Electronic Nicotine Delivery System (ENDS)
- 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 Electronic Nicotine Delivery System (ENDS) 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 Labs, British American Tobacco PLC, Philip Morris International, Japan Tobacco Inc, Imperial Brands PLC, Shenzhen Aiwei Pusi Technology Co.,Ltd., Shenzhen Wuxin Technology Co., Ltd., BOULDER INTERNATIONAL, INC., Shenzhen KingSong Technology Co., Ltd., Guangdong Sigelai Electronic Technology Co., Ltd., etc.

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

Market Segmentation

Electronic Nicotine Delivery System (ENDS) market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Replacement E-Cigarette

Disposable Electronic Cigarette

Others

Market segment by Application

Online Sales

Offline Sales

Others

Major players covered

Juul Labs

British American Tobacco PLC

Philip Morris International

Japan Tobacco Inc

Imperial Brands PLC

Shenzhen Aiwei Pusi Technology Co.,Ltd.

Shenzhen Wuxin Technology Co., Ltd.

BOULDER INTERNATIONAL, INC.

Shenzhen KingSong Technology Co., Ltd.

Guangdong Sigelei Electronic Technology Co., Ltd.

Shenzhen Innokin Technology Co., Ltd

Shenzhen Leiyan Technology Co., Ltd.

Joyetech Holding Limited

IJOY GROUP

Huizhou KIMREE Technology Co., Ltd.

Shenzhen Xiaoye Technology Co., Ltd.

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 Electronic Nicotine Delivery System (ENDS) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electronic Nicotine Delivery System (ENDS), with price, sales quantity, revenue, and global market share of Electronic Nicotine Delivery System (ENDS) from 2020 to 2025.

Chapter 3, the Electronic Nicotine Delivery System (ENDS) competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electronic Nicotine Delivery System (ENDS) 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 Application, with sales market share and growth rate by Type, by Application, 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 Electronic Nicotine Delivery System (ENDS) market forecast, by regions, by Type, and by Application, 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 Electronic Nicotine Delivery System (ENDS).

Chapter 14 and 15, to describe Electronic Nicotine Delivery System (ENDS) sales channel, distributors, customers, research findings and conclusion.

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