

Global E-cigarette and Vape Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global E-cigarette and Vape market size is expected to reach \$ 38121 million by 2032, rising at a market growth of 9.4% CAGR during the forecast period (2026-2032).

E-cigarette and Vape, also known as electronic nicotine delivery systems (ENDS), are electronic devices that produce vapor by heating a liquid (usually containing nicotine, glycerin, propylene glycol, and flavorings). Users inhale this vapor to simulate the smoking experience. Compared to traditional cigarettes, e-cigarettes are generally considered a safer alternative because they do not involve combustion and the production of harmful substances such as tar. In 2025, global E-cigarette and Vape production reached approximately 4358 M Unit.

Adult consumer switching away from combustible cigarettes remains the central driver for the global electronic cigarettes market. Many adult smokers look for alternatives that remove combustion, ash, and persistent smoke odor while preserving familiar rituals such as hand-to-mouth action, throat hit, and controlled nicotine delivery. This behavioral substitution is amplified where cigarette taxes and smoking restrictions increase the cost and inconvenience of smoking, making vaping feel comparatively economical or socially manageable. Growth is also supported by demand for choice and personalization, since users can select device form factors, nicotine strengths, and usage patterns that better fit work, travel, and home settings.

Technology and product innovation drive adoption by reducing friction and improving satisfaction. Battery improvements, faster charging, more stable power output, leak-resistant pod interfaces, and refined coil and wick designs have increased reliability and consistency, which matters for user retention. Nicotine salt formulations and optimized aerosol generation enable satisfying nicotine delivery at lower wattage, allowing

compact pod systems that are easier for newcomers and more discreet for daily carry. Manufacturers also drive repeat purchasing through ecosystem strategies such as proprietary pods, branded consumables, and frequent product refresh cycles, while premiumization in hardware, materials, and performance features supports higher average selling prices in many regions.

Regulatory and channel dynamics shape the market and can act as a driver when rules clarify what is allowed and strengthen consumer confidence. Product standards, authorized product pathways, and enforcement against illicit supply can shift demand toward compliant brands and regulated retail, improving distribution stability and reducing perceived risk for adult consumers. At the same time, restrictions on flavors, nicotine limits, advertising, or disposable formats often reallocate demand rather than eliminate it, pushing users toward permitted product types, refillable systems, or different nicotine strengths and device categories. Pricing and taxation policies then determine how fast consumers adopt, whether they trade down to cheaper products, and how quickly the market consolidates around large manufacturers and compliant supply chains.

This report studies the global E-cigarette and Vape production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for E-cigarette and Vape and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of E-cigarette and Vape that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global E-cigarette and Vape total production and demand, 2021-2032, (M Units)

Global E-cigarette and Vape total production value, 2021-2032, (USD Million)

Global E-cigarette and Vape production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Units), (based on production site)

Global E-cigarette and Vape consumption by region & country, CAGR, 2021-2032 & (M Units)

U.S. VS China: E-cigarette and Vape domestic production, consumption, key domestic manufacturers and share

Global E-cigarette and Vape production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Units)

Global E-cigarette and Vape production by Type, production, value, CAGR, 2021-2032,

(USD Million) & (M Units)

Global E-cigarette and Vape production by Sales Channel, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

This report profiles key players in the global E-cigarette and Vape market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World E-cigarette and Vape market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Units) and average price (US\$/Unit) by manufacturer, by Type, and by Sales Channel. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global E-cigarette and Vape Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global E-cigarette and Vape Market, Segmentation by Type:

E-vapor

Heated Not Burn

Global E-cigarette and Vape Market, Segmentation by Feature:

Disposable

Non-disposable

Global E-cigarette and Vape Market, Segmentation by Nicotine:

Nicotine E-cigarettes

Nicotin-free E-cigarettes

Global E-cigarette and Vape Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Companies Profiled:

Imperial Tobacco

British American Tobacco

Japan Tobacco

Altria

Philip Morris International

FirstUnion

Buddy Group

Innokin

RELX

Smoores International

ELFBAR

SKE Crystal

Elux

MOTI

Boulder

Key Questions Answered:

1. How big is the global E-cigarette and Vape market?
2. What is the demand of the global E-cigarette and Vape market?
3. What is the year over year growth of the global E-cigarette and Vape market?
4. What is the production and production value of the global E-cigarette and Vape market?
5. Who are the key producers in the global E-cigarette and Vape market?
6. What are the growth factors driving the market demand?

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