

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

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## Abstracts

The global E-cigarette and Vaping 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-cigarettes, also known as vapes, are battery-operated devices that heat a liquid and produce an aerosol. They come in many shapes and sizes, and they typically contain nicotine. In 2025, global E-cigarette and Vaping production reached approximately 4358 M Unit.

A primary driver of the e-cigarette and vaping market is adult consumers shifting away from combustible tobacco toward alternatives they perceive as less harmful and more controllable. Many users adopt vaping to reduce cigarette consumption, manage nicotine cravings with adjustable strengths, or support quit attempts. Smoke-free policies in workplaces and public venues also nudge smokers toward products that are easier to use discreetly and don't produce ash or the same lingering odor as traditional cigarettes.

Another strong driver is continuous product innovation that improves convenience, satisfaction, and accessibility. The market has expanded from early 'cigalike' devices to sleek pod systems, high-nicotine disposable vapes, and customizable refillable devices—each appealing to different user needs and price points. Better battery life, smoother nicotine delivery (including nicotine salts), leak-resistant designs, and broader flavor choices help increase trial and retention, while consumables like pods and e-liquids create recurring purchase cycles.

Finally, growth is supported by wider distribution and stronger commercialization across retail and digital channels. Vape shops, convenience stores, and e-commerce make

products easier to discover and purchase, while promotions, loyalty programs, and brand ecosystems encourage repeat buying. Regulation also influences demand and competition: clearer standards can raise consumer confidence and advantage compliant, well-capitalized brands, while restrictions can reshape product formats and channel strategies?pushing companies to adapt with compliant designs, transparent labeling, and improved quality controls.

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

This report is a detailed and comprehensive analysis of the world market for E-cigarette and Vaping 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 Vaping that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global E-cigarette and Vaping total production and demand, 2021-2032, (Million Units)

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

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

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

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

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

Global E-cigarette and Vaping production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

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

This report profiles key players in the global E-cigarette and Vaping 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 Vaping market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Million 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 Vaping Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global E-cigarette and Vaping Market, Segmentation by Type:

Open-system E-cigarette

Closed-system E-cigarette

## Global E-cigarette and Vaping Market, Segmentation by Feature:

Disposable

Non-disposable

## Global E-cigarette and Vaping Market, Segmentation by Nicotine:

Nicotine E-cigarettes

Nicotin-free E-cigarettes

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

Online

Offline

## Companies Profiled:

Imperial Tobacco

British American Tobacco

Japan Tobacco

Altria

Philip Morris International

FirstUnion

Buddy Group

Innokin

RELX

Smooore International

ELFBAR

SKE Crystal

Elux

MOTI

Boulder

**Key Questions Answered:**

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

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