

Global E-Cigarette Stick Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global E-Cigarette Stick market size is expected to reach \$ 3279 million by 2032, rising at a market growth of 12.4% CAGR during the forecast period (2026-2032). E-cigarettes consist of two parts: the device and the cartridge. The device itself comprises structural components, a battery, and basic components. The E-Cigarette Stick is the core component of an e-cigarette, referring to an electronic device that uses a battery to heat an atomized substance (such as e-liquid or tobacco substitutes), converting it into an inhalable aerosol. These devices are typically used with dedicated cartridges (Heat-Sticks) or tobacco capsules. The device itself does not contain tobacco. It consists of circuit boards, chips, heating elements, batteries, and plastic parts, and is considered a durable good, usually manufactured by external contractors or in partnership with manufacturers. In 2025, global E-Cigarette Stick production reached 44.4992 million units, with an average selling price of US\$31.43 per unit, a gross profit margin of approximately 15%-30.28%, and an annual production volume of 36 million units. Downstream customers include China National Tobacco Corporation, Altria, British American Tobacco, Japan Tobacco, Imperial Tobacco, and Philip Morris International.

Enhanced harm reduction: E-cigarettes release only 8% of the calories from traditional cigarettes, and their cytotoxicity is reduced by 90%. British research shows a smoking cessation success rate of 59.7%-74%, driving the proportion of people over 30 years old with a strong need for cigarette replacement from 35% in 2020 to 58% in 2024. The rise of nicotine-free products targets people with health anxieties, satisfying consumers' pursuit of 'zero harm.' Heated tobacco products (HNB) can satisfy nicotine intake while reducing the harm to the human body caused by harmful substances such as tar emitted during the high-temperature combustion of traditional tobacco, thus alleviating the psychological burden of traditional smokers and consumers who want to consume nicotine. From a product perspective, mature HNB products overseas, such as IQOS,

have gained recognition from consumers in Japan, South Korea, Russia, and other countries, with rapidly increasing penetration rates. Currently, China's regulation of e-cigarettes is similar to that of tobacco products, and there are no clear policies yet for HNB products. The strength of policy regulation depends on how governments in different countries define the attributes of e-cigarette products, primarily based on factors such as the level of awareness/acceptance regarding the harm reduction benefits of e-cigarettes, their appeal to young people, and the acceptance that they can effectively reduce the smoking rate of traditional tobacco.

This report studies the global E-Cigarette Stick production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global E-Cigarette Stick total production and demand, 2021-2032, (K Units)

Global E-Cigarette Stick total production value, 2021-2032, (USD Million)

Global E-Cigarette Stick production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global E-Cigarette Stick consumption by region & country, CAGR, 2021-2032 & (K Units)

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

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

Global E-Cigarette Stick production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global E-Cigarette Stick production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global E-Cigarette Stick 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 Flextronics International Ltd, Venture, Ploom TECH?JT?, SMOORE, Shenzhen First Union Technology Co., Ltd, China Boton Group, Shenzhen Weitao Technology Co., Ltd., Intretech, Shenzhen Huayu Technology Development Co., Ltd., Shenzhen Aiweibati Technology Co., Ltd., 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 Stick market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. 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 Stick Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global E-Cigarette Stick Market, Segmentation by Type:

HNB Stick

Vape Stick

Global E-Cigarette Stick Market, Segmentation by Gender:

Male

Female

Global E-Cigarette Stick Market, Segmentation by Sales:

Direct Selling

Distribution

Global E-Cigarette Stick Market, Segmentation by Application:

Online Channels

Offline Channels

Companies Profiled:

Flextronics International Ltd

Venture

Ploom TECH?JT?

SMOORE

Shenzhen First Union Technology Co., Ltd

China Boton Group

Shenzhen Weitao Technology Co., Ltd.

Intretech

Shenzhen Huayu Technology Development Co., Ltd.

Shenzhen Aiweibati Technology Co., Ltd.

BYD Precision Manufacture Co., Ltd.

Shenzhen Jinjia Group Co., Ltd.

Shanghai Shunho New Materials Technology Co.,Ltd. (Shenzhen Luxinfeng Technology Co., Ltd.)

Anhui Genuine New Materials Co., Ltd.

ALD Group Limited

Shenzhen Everwin Precision Technology Co.,Ltd.

BUDDY

Shenzhen Yuyan(Royal Tobacco) Industrial Limited

Kunshan Kersen Science and Technology Co., Ltd.

Key Material Co., Ltd.

Key Questions Answered:

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

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