

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

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Abstracts

The global E-cigarettes 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-cigarette is a kind of electronic product that imitates cigarette. It has the same appearance, smoke, taste and feeling as cigarette. It is a kind of product that can be inhaled by users after nicotine is turned into steam by means of atomization. Electronic cigarette is composed of atomizer, control chip and battery. When the electronic cigarette is working, the liquid of the electronic cigarette is transferred to the atomization room, and then connected through the smoking air switch, and then the control chip (lithium battery drive) controls the heating of the atomization room to generate the vapor fog simulating the smoke, so as to meet the pleasure of smokers and the psychological habits developed for many years. In 2025, global E-cigarettes and Vaping production reached approximately 4358 M Unit.

Adult smokers' shift toward perceived lower-risk alternatives is a core driver of the e-cigarettes and vaping market. Many consumers adopt vaping to reduce combustible cigarette use, manage nicotine intake more precisely, or support quit attempts. Social acceptance in some communities, workplace and venue smoking restrictions, and growing awareness of smoke-free lifestyles also push users toward products that are easier to use discreetly and don't leave the same lingering odor as traditional cigarettes.

Innovation and product diversification accelerate growth by improving convenience and satisfaction. Manufacturers continually refine nicotine delivery, battery performance, draw consistency, and device reliability, while offering multiple formats—disposables, pod systems, refillable tanks, and advanced devices—to meet different preferences and

budgets. Flavor variety and personalization (nicotine strengths, salts vs. freebase, airflow/temperature control) help retain users and encourage upgrading, which expands both the customer base and repeat purchases of pods, coils, and e-liquids.

Retail and channel expansion further fuels adoption, especially where products are widely available through vape shops, convenience stores, and online platforms. Competitive pricing, brand promotions, and subscription-style purchasing for consumables increase repeat buying, while modern packaging and product positioning support mainstream acceptance. Regulation also shapes the market: clearer rules and quality standards can boost consumer confidence and favor larger compliant brands, whereas restrictions can redirect demand toward legal alternatives that remain accessible, reinforcing the importance of distribution and compliance as growth enablers.

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

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

Highlights and key features of the study

Global E-cigarettes and Vaping total production and demand, 2021-2032, (K Units)

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

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

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

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

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

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

Global E-cigarettes and Vaping production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global E-cigarettes 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-cigarettes and Vaping 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-cigarettes and Vaping Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global E-cigarettes and Vaping Market, Segmentation by Type:

Open-system E-cigarette

Closed-system E-cigarette

Global E-cigarettes and Vaping Market, Segmentation by Feature:

Disposable

Non-disposable

Global E-cigarettes and Vaping Market, Segmentation by Nicotine:

Nicotine E-cigarettes

Nicotin-free E-cigarettes

Global E-cigarettes and Vaping Market, Segmentation by Application:

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

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