

# Global Electronic Smoking Devices Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Electronic Smoking Devices market size was valued at US\$ 20592 million in 2025 and is forecast to a readjusted size of US\$ 38121 million by 2032 with a CAGR of 9.4% during review period.

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 Electronic Smoking Devices production reached approximately 4358 M Unit.

Adult consumer switching away from combustible cigarettes is a primary driver of the global Electronic Smoking Devices market. Many users seek alternatives that reduce smoke, ash, and lingering odor while still delivering nicotine and familiar rituals like hand-to-mouth use and inhalation. This shift is reinforced in markets where public health messaging, healthcare advice, and social norms increasingly discourage smoking, and where consumers perceive electronic devices as a comparatively lower-risk or more socially acceptable option. Price dynamics can also accelerate migration when cigarette taxes rise faster than the total cost of ownership for refillable or rechargeable devices.

Product and supply-chain innovation is another powerful growth engine. Modern devices have improved substantially in battery density, charging speed, coil efficiency, temperature control, and leak resistance, which reduces common pain points and makes the category more accessible to mainstream users. The expansion of nicotine salt formulations and more consistent aerosol generation enables satisfying delivery at lower power, supporting smaller, more discreet form factors like pod systems and vape

pens. At the same time, ecosystem strategies such as proprietary pods, branded consumables, and device upgrade cycles increase repeat purchases and customer retention, while broader distribution through convenience retail and e-commerce improves availability and trial.

Regulation and enforcement strongly influence demand patterns, often by reshaping which formats win rather than simply changing total consumption. Clear compliance pathways, product standards, and authorized product lists can boost consumer trust and favor larger manufacturers with the resources to meet testing, labeling, and age-gating requirements, while restrictions on flavors, nicotine strength, or disposable formats can push consumers toward permitted alternatives such as refillables, lower-nicotine products, or heated-tobacco style devices depending on local rules. Crackdowns on illicit supply and tighter border controls can also redirect volume from informal channels to regulated retail, affecting pricing, brand share, and the pace of market formalization across regions.

This report is a detailed and comprehensive analysis for global Electronic Smoking Devices 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 Smoking Devices market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Electronic Smoking Devices market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Electronic Smoking Devices market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2021-2032

Global Electronic Smoking Devices market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/Unit), 2021-2026

## **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 Smoking Devices

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Electronic Smoking Devices 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 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.

## **Market Segmentation**

Electronic Smoking Devices market is split by Type and by Application. For the period 2021-2032, 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

Electronic Vaporizers

Heated Non-combustible Electronic Cigarettes

### Market segment by Feature

Disposable

Non-disposable

Market segment by Nicotin

Nicotine E-cigarettes

Nicotin-free E-cigarettes

Market segment by Application

Male

Female

Major players covered

Imperial Tobacco

British American Tobacco

Japan Tobacco

Altria

Philip Morris International

FirstUnion

Buddy Group

Innokin

RELX

Smoore International

ELFBAR

SKE Crystal

Elux

MOTI

Boulder

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 Smoking Devices product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electronic Smoking Devices, with price, sales quantity, revenue, and global market share of Electronic Smoking Devices from 2021 to 2026.

Chapter 3, the Electronic Smoking Devices competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electronic Smoking Devices breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and Electronic Smoking Devices market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Smoking Devices.

Chapter 14 and 15, to describe Electronic Smoking Devices sales channel, distributors, customers, research findings and conclusion.

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