

Global Vape Pens Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Vape Pens 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).

Vape Pens, 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 Vape Pens production reached approximately 4358 M Unit.

Consumer demand for convenient, discreet nicotine delivery is a core driver for the global vape pen market. Compared with bulkier devices, vape pens are typically pocket-friendly, simple to operate, and require less setup, which appeals to adult users looking for an easy transition from cigarettes or a lower-maintenance alternative to advanced vape mods. Ongoing urban lifestyles, social discretion, and the preference for reduced odor also support steady usage and repeat purchases.

Product improvements and brand ecosystems continue to expand the category. Better batteries, faster charging, more consistent heating, reduced leaking, and smoother draw performance raise satisfaction and lower the learning curve for new users. At the same time, the growth of pod-based and prefilled formats, a wide range of nicotine strengths, and improved nicotine salt formulations help manufacturers target different user segments, from light users to higher-dependence consumers, which can increase retention and upgrade cycles.

Regulatory and channel dynamics are also major demand shapers that can drive shifts within the market. In regions where compliant products are clearly defined and widely distributed, vape pens benefit from mainstream retail availability, stronger consumer trust, and more predictable purchasing. Where restrictions tighten on flavors, disposables, or nicotine limits, demand often rebalances toward permitted pen formats, refillable options, or medical-style compliance messaging, while pricing and taxation influence how quickly consumers adopt, churn, or trade down.

This report studies the global Vape Pens production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Vape Pens 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 Vape Pens that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

Global Vape Pens total production value, 2021-2032, (USD Million)

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

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

U.S. VS China: Vape Pens domestic production, consumption, key domestic manufacturers and share

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

Global Vape Pens production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

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

This report profiles key players in the global Vape Pens 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 Vape Pens 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 Vape Pens Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Vape Pens Market, Segmentation by Type:

E-vapor

Heated Not Burn

Global Vape Pens Market, Segmentation by Feature:

Disposable

Non-disposable

Global Vape Pens Market, Segmentation by Nicotin:

Nicotine E-cigarettes

Nicotin-free E-cigarettes

Global Vape Pens 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 Vape Pens market?
2. What is the demand of the global Vape Pens market?
3. What is the year over year growth of the global Vape Pens market?
4. What is the production and production value of the global Vape Pens market?
5. Who are the key producers in the global Vape Pens market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Vape Pens Introduction
- 1.2 World Vape Pens Supply & Forecast
 - 1.2.1 World Vape Pens Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Vape Pens Production (2021-2032)
 - 1.2.3 World Vape Pens Pricing Trends (2021-2032)
- 1.3 World Vape Pens Production by Region (Based on Production Site)
 - 1.3.1 World Vape Pens Production Value by Region (2021-2032)
 - 1.3.2 World Vape Pens Production by Region (2021-2032)
 - 1.3.3 World Vape Pens Average Price by Region (2021-2032)
 - 1.3.4 North America Vape Pens Production (2021-2032)
 - 1.3.5 Europe Vape Pens Production (2021-2032)
 - 1.3.6 China Vape Pens Production (2021-2032)
 - 1.3.7 Japan Vape Pens Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Vape Pens Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Vape Pens Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Vape Pens Demand (2021-2032)
- 2.2 World Vape Pens Consumption by Region
 - 2.2.1 World Vape Pens Consumption by Region (2021-2026)
 - 2.2.2 World Vape Pens Consumption Forecast by Region (2027-2032)
- 2.3 United States Vape Pens Consumption (2021-2032)
- 2.4 China Vape Pens Consumption (2021-2032)
- 2.5 Europe Vape Pens Consumption (2021-2032)
- 2.6 Japan Vape Pens Consumption (2021-2032)
- 2.7 South Korea Vape Pens Consumption (2021-2032)
- 2.8 ASEAN Vape Pens Consumption (2021-2032)
- 2.9 India Vape Pens Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Vape Pens Production Value by Manufacturer (2021-2026)

- 3.2 World Vape Pens Production by Manufacturer (2021-2026)
- 3.3 World Vape Pens Average Price by Manufacturer (2021-2026)
- 3.4 Vape Pens Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Vape Pens Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Vape Pens in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Vape Pens in 2025
- 3.6 Vape Pens Market: Overall Company Footprint Analysis
 - 3.6.1 Vape Pens Market: Region Footprint
 - 3.6.2 Vape Pens Market: Company Product Type Footprint
 - 3.6.3 Vape Pens Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Vape Pens Production Value Comparison
 - 4.1.1 United States VS China: Vape Pens Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Vape Pens Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Vape Pens Production Comparison
 - 4.2.1 United States VS China: Vape Pens Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Vape Pens Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Vape Pens Consumption Comparison
 - 4.3.1 United States VS China: Vape Pens Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Vape Pens Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Vape Pens Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Vape Pens Manufacturers, Headquarters and Production Site (States, Country)
 - 4.4.2 United States Based Manufacturers Vape Pens Production Value (2021-2026)

- 4.4.3 United States Based Manufacturers Vape Pens Production (2021-2026)
- 4.5 China Based Vape Pens Manufacturers and Market Share
 - 4.5.1 China Based Vape Pens Manufacturers, Headquarters and Production Site (Province, Country)
 - 4.5.2 China Based Manufacturers Vape Pens Production Value (2021-2026)
 - 4.5.3 China Based Manufacturers Vape Pens Production (2021-2026)
- 4.6 Rest of World Based Vape Pens Manufacturers and Market Share, 2021-2026
 - 4.6.1 Rest of World Based Vape Pens Manufacturers, Headquarters and Production Site (State, Country)
 - 4.6.2 Rest of World Based Manufacturers Vape Pens Production Value (2021-2026)
 - 4.6.3 Rest of World Based Manufacturers Vape Pens Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

- 5.1 World Vape Pens Market Size Overview by Type: 2021 VS 2025 VS 2032
- 5.2 Segment Introduction by Type
 - 5.2.1 E-vapor
 - 5.2.2 Heated Not Burn
- 5.3 Market Segment by Type
 - 5.3.1 World Vape Pens Production by Type (2021-2032)
 - 5.3.2 World Vape Pens Production Value by Type (2021-2032)
 - 5.3.3 World Vape Pens Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY FEATURE

- 6.1 World Vape Pens Market Size Overview by Feature: 2021 VS 2025 VS 2032
- 6.2 Segment Introduction by Feature
 - 6.2.1 Disposable
 - 6.2.2 Non-disposable
- 6.3 Market Segment by Feature
 - 6.3.1 World Vape Pens Production by Feature (2021-2032)
 - 6.3.2 World Vape Pens Production Value by Feature (2021-2032)
 - 6.3.3 World Vape Pens Average Price by Feature (2021-2032)

7 MARKET ANALYSIS BY NICOTIN

- 7.1 World Vape Pens Market Size Overview by Nicotin: 2021 VS 2025 VS 2032
- 7.2 Segment Introduction by Nicotin
 - 7.2.1 Nicotine E-cigarettes

- 7.2.2 Nicotin-free E-cigarettes
- 7.3 Market Segment by Nicotin
 - 7.3.1 World Vape Pens Production by Nicotin (2021-2032)
 - 7.3.2 World Vape Pens Production Value by Nicotin (2021-2032)
 - 7.3.3 World Vape Pens Average Price by Nicotin (2021-2032)

8 MARKET ANALYSIS BY SALES CHANNEL

- 8.1 World Vape Pens Market Size Overview by Sales Channel: 2021 VS 2025 VS 2032
- 8.2 Segment Introduction by Sales Channel
 - 8.2.1 Online
 - 8.2.2 Offline
- 8.3 Market Segment by Sales Channel
 - 8.3.1 World Vape Pens Production by Sales Channel (2021-2032)
 - 8.3.2 World Vape Pens Production Value by Sales Channel (2021-2032)
 - 8.3.3 World Vape Pens Average Price by Sales Channel (2021-2032)

9 COMPANY PROFILES

- 9.1 Imperial Tobacco
 - 9.1.1 Imperial Tobacco Details
 - 9.1.2 Imperial Tobacco Major Business
 - 9.1.3 Imperial Tobacco Vape Pens Product and Services
 - 9.1.4 Imperial Tobacco Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.1.5 Imperial Tobacco Recent Developments/Updates
 - 9.1.6 Imperial Tobacco Competitive Strengths & Weaknesses
- 9.2 British American Tobacco
 - 9.2.1 British American Tobacco Details
 - 9.2.2 British American Tobacco Major Business
 - 9.2.3 British American Tobacco Vape Pens Product and Services
 - 9.2.4 British American Tobacco Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.2.5 British American Tobacco Recent Developments/Updates
 - 9.2.6 British American Tobacco Competitive Strengths & Weaknesses
- 9.3 Japan Tobacco
 - 9.3.1 Japan Tobacco Details
 - 9.3.2 Japan Tobacco Major Business
 - 9.3.3 Japan Tobacco Vape Pens Product and Services

9.3.4 Japan Tobacco Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 Japan Tobacco Recent Developments/Updates

9.3.6 Japan Tobacco Competitive Strengths & Weaknesses

9.4 Altria

9.4.1 Altria Details

9.4.2 Altria Major Business

9.4.3 Altria Vape Pens Product and Services

9.4.4 Altria Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Altria Recent Developments/Updates

9.4.6 Altria Competitive Strengths & Weaknesses

9.5 Philip Morris International

9.5.1 Philip Morris International Details

9.5.2 Philip Morris International Major Business

9.5.3 Philip Morris International Vape Pens Product and Services

9.5.4 Philip Morris International Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 Philip Morris International Recent Developments/Updates

9.5.6 Philip Morris International Competitive Strengths & Weaknesses

9.6 FirstUnion

9.6.1 FirstUnion Details

9.6.2 FirstUnion Major Business

9.6.3 FirstUnion Vape Pens Product and Services

9.6.4 FirstUnion Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.6.5 FirstUnion Recent Developments/Updates

9.6.6 FirstUnion Competitive Strengths & Weaknesses

9.7 Buddy Group

9.7.1 Buddy Group Details

9.7.2 Buddy Group Major Business

9.7.3 Buddy Group Vape Pens Product and Services

9.7.4 Buddy Group Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.7.5 Buddy Group Recent Developments/Updates

9.7.6 Buddy Group Competitive Strengths & Weaknesses

9.8 Innokin

9.8.1 Innokin Details

9.8.2 Innokin Major Business

- 9.8.3 Innokin Vape Pens Product and Services
- 9.8.4 Innokin Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.8.5 Innokin Recent Developments/Updates
- 9.8.6 Innokin Competitive Strengths & Weaknesses
- 9.9 RELX
 - 9.9.1 RELX Details
 - 9.9.2 RELX Major Business
 - 9.9.3 RELX Vape Pens Product and Services
 - 9.9.4 RELX Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 RELX Recent Developments/Updates
 - 9.9.6 RELX Competitive Strengths & Weaknesses
- 9.10 Smoore International
 - 9.10.1 Smoore International Details
 - 9.10.2 Smoore International Major Business
 - 9.10.3 Smoore International Vape Pens Product and Services
 - 9.10.4 Smoore International Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Smoore International Recent Developments/Updates
 - 9.10.6 Smoore International Competitive Strengths & Weaknesses
- 9.11 ELFBAR
 - 9.11.1 ELFBAR Details
 - 9.11.2 ELFBAR Major Business
 - 9.11.3 ELFBAR Vape Pens Product and Services
 - 9.11.4 ELFBAR Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.11.5 ELFBAR Recent Developments/Updates
 - 9.11.6 ELFBAR Competitive Strengths & Weaknesses
- 9.12 SKE Crystal
 - 9.12.1 SKE Crystal Details
 - 9.12.2 SKE Crystal Major Business
 - 9.12.3 SKE Crystal Vape Pens Product and Services
 - 9.12.4 SKE Crystal Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 SKE Crystal Recent Developments/Updates
 - 9.12.6 SKE Crystal Competitive Strengths & Weaknesses
- 9.13 Elux
 - 9.13.1 Elux Details

- 9.13.2 Elux Major Business
- 9.13.3 Elux Vape Pens Product and Services
- 9.13.4 Elux Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.13.5 Elux Recent Developments/Updates
- 9.13.6 Elux Competitive Strengths & Weaknesses
- 9.14 MOTI
 - 9.14.1 MOTI Details
 - 9.14.2 MOTI Major Business
 - 9.14.3 MOTI Vape Pens Product and Services
 - 9.14.4 MOTI Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.14.5 MOTI Recent Developments/Updates
 - 9.14.6 MOTI Competitive Strengths & Weaknesses
- 9.15 Boulder
 - 9.15.1 Boulder Details
 - 9.15.2 Boulder Major Business
 - 9.15.3 Boulder Vape Pens Product and Services
 - 9.15.4 Boulder Vape Pens Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.15.5 Boulder Recent Developments/Updates
 - 9.15.6 Boulder Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Vape Pens Industry Chain
- 10.2 Vape Pens Upstream Analysis
 - 10.2.1 Vape Pens Core Raw Materials
 - 10.2.2 Main Manufacturers of Vape Pens Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Vape Pens Production Mode
- 10.6 Vape Pens Procurement Model
- 10.7 Vape Pens Industry Sales Model and Sales Channels
 - 10.7.1 Vape Pens Sales Model
 - 10.7.2 Vape Pens Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Vape Pens Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Vape Pens Production Value by Region (2021-2026) & (USD Million)

Table 3. World Vape Pens Production Value by Region (2027-2032) & (USD Million)

Table 4. World Vape Pens Production Value Market Share by Region (2021-2026)

Table 5. World Vape Pens Production Value Market Share by Region (2027-2032)

Table 6. World Vape Pens Production by Region (2021-2026) & (M Units)

Table 7. World Vape Pens Production by Region (2027-2032) & (M Units)

Table 8. World Vape Pens Production Market Share by Region (2021-2026)

Table 9. World Vape Pens Production Market Share by Region (2027-2032)

Table 10. World Vape Pens Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Vape Pens Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Vape Pens Major Market Trends

Table 13. World Vape Pens Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (M Units)

Table 14. World Vape Pens Consumption by Region (2021-2026) & (M Units)

Table 15. World Vape Pens Consumption Forecast by Region (2027-2032) & (M Units)

Table 16. World Vape Pens Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Vape Pens Producers in 2025

Table 18. World Vape Pens Production by Manufacturer (2021-2026) & (M Units)

Table 19. Production Market Share of Key Vape Pens Producers in 2025

Table 20. World Vape Pens Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Vape Pens Company Evaluation Quadrant

Table 22. World Vape Pens Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Vape Pens Production Site of Key Manufacturer

Table 24. Vape Pens Market: Company Product Type Footprint

Table 25. Vape Pens Market: Company Product Application Footprint

Table 26. Vape Pens Competitive Factors

Table 27. Vape Pens New Entrant and Capacity Expansion Plans

Table 28. Vape Pens Mergers & Acquisitions Activity

Table 29. United States VS China Vape Pens Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Vape Pens Production Comparison, (2021 & 2025 &

2032) & (M Units)

Table 31. United States VS China Vape Pens Consumption Comparison, (2021 & 2025 & 2032) & (M Units)

Table 32. United States Based Vape Pens Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Vape Pens Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Vape Pens Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Vape Pens Production (2021-2026) & (M Units)

Table 36. United States Based Manufacturers Vape Pens Production Market Share (2021-2026)

Table 37. China Based Vape Pens Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Vape Pens Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Vape Pens Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Vape Pens Production, (2021-2026) & (M Units)

Table 41. China Based Manufacturers Vape Pens Production Market Share (2021-2026)

Table 42. Rest of World Based Vape Pens Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Vape Pens Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Vape Pens Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Vape Pens Production, (2021-2026) & (M Units)

Table 46. Rest of World Based Manufacturers Vape Pens Production Market Share (2021-2026)

Table 47. World Vape Pens Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Vape Pens Production by Type (2021-2026) & (M Units)

Table 49. World Vape Pens Production by Type (2027-2032) & (M Units)

Table 50. World Vape Pens Production Value by Type (2021-2026) & (USD Million)

Table 51. World Vape Pens Production Value by Type (2027-2032) & (USD Million)

Table 52. World Vape Pens Average Price by Type (2021-2026) & (US\$/Unit)

- Table 53. World Vape Pens Average Price by Type (2027-2032) & (US\$/Unit)
- Table 54. World Vape Pens Production Value by Feature, (USD Million), 2021 & 2025 & 2032
- Table 55. World Vape Pens Production by Feature (2021-2026) & (M Units)
- Table 56. World Vape Pens Production by Feature (2027-2032) & (M Units)
- Table 57. World Vape Pens Production Value by Feature (2021-2026) & (USD Million)
- Table 58. World Vape Pens Production Value by Feature (2027-2032) & (USD Million)
- Table 59. World Vape Pens Average Price by Feature (2021-2026) & (US\$/Unit)
- Table 60. World Vape Pens Average Price by Feature (2027-2032) & (US\$/Unit)
- Table 61. World Vape Pens Production Value by Nicotin, (USD Million), 2021 & 2025 & 2032
- Table 62. World Vape Pens Production by Nicotin (2021-2026) & (M Units)
- Table 63. World Vape Pens Production by Nicotin (2027-2032) & (M Units)
- Table 64. World Vape Pens Production Value by Nicotin (2021-2026) & (USD Million)
- Table 65. World Vape Pens Production Value by Nicotin (2027-2032) & (USD Million)
- Table 66. World Vape Pens Average Price by Nicotin (2021-2026) & (US\$/Unit)
- Table 67. World Vape Pens Average Price by Nicotin (2027-2032) & (US\$/Unit)
- Table 68. World Vape Pens Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032
- Table 69. World Vape Pens Production by Sales Channel (2021-2026) & (M Units)
- Table 70. World Vape Pens Production by Sales Channel (2027-2032) & (M Units)
- Table 71. World Vape Pens Production Value by Sales Channel (2021-2026) & (USD Million)
- Table 72. World Vape Pens Production Value by Sales Channel (2027-2032) & (USD Million)
- Table 73. World Vape Pens Average Price by Sales Channel (2021-2026) & (US\$/Unit)
- Table 74. World Vape Pens Average Price by Sales Channel (2027-2032) & (US\$/Unit)
- Table 75. Imperial Tobacco Basic Information, Manufacturing Base and Competitors
- Table 76. Imperial Tobacco Major Business
- Table 77. Imperial Tobacco Vape Pens Product and Services
- Table 78. Imperial Tobacco Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 79. Imperial Tobacco Recent Developments/Updates
- Table 80. Imperial Tobacco Competitive Strengths & Weaknesses
- Table 81. British American Tobacco Basic Information, Manufacturing Base and Competitors
- Table 82. British American Tobacco Major Business
- Table 83. British American Tobacco Vape Pens Product and Services
- Table 84. British American Tobacco Vape Pens Production (M Units), Price (US\$/Unit),

- Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. British American Tobacco Recent Developments/Updates
- Table 86. British American Tobacco Competitive Strengths & Weaknesses
- Table 87. Japan Tobacco Basic Information, Manufacturing Base and Competitors
- Table 88. Japan Tobacco Major Business
- Table 89. Japan Tobacco Vape Pens Product and Services
- Table 90. Japan Tobacco Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Japan Tobacco Recent Developments/Updates
- Table 92. Japan Tobacco Competitive Strengths & Weaknesses
- Table 93. Altria Basic Information, Manufacturing Base and Competitors
- Table 94. Altria Major Business
- Table 95. Altria Vape Pens Product and Services
- Table 96. Altria Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. Altria Recent Developments/Updates
- Table 98. Altria Competitive Strengths & Weaknesses
- Table 99. Philip Morris International Basic Information, Manufacturing Base and Competitors
- Table 100. Philip Morris International Major Business
- Table 101. Philip Morris International Vape Pens Product and Services
- Table 102. Philip Morris International Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Philip Morris International Recent Developments/Updates
- Table 104. Philip Morris International Competitive Strengths & Weaknesses
- Table 105. FirstUnion Basic Information, Manufacturing Base and Competitors
- Table 106. FirstUnion Major Business
- Table 107. FirstUnion Vape Pens Product and Services
- Table 108. FirstUnion Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. FirstUnion Recent Developments/Updates
- Table 110. FirstUnion Competitive Strengths & Weaknesses
- Table 111. Buddy Group Basic Information, Manufacturing Base and Competitors
- Table 112. Buddy Group Major Business
- Table 113. Buddy Group Vape Pens Product and Services
- Table 114. Buddy Group Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. Buddy Group Recent Developments/Updates
- Table 116. Buddy Group Competitive Strengths & Weaknesses

- Table 117. Innokin Basic Information, Manufacturing Base and Competitors
- Table 118. Innokin Major Business
- Table 119. Innokin Vape Pens Product and Services
- Table 120. Innokin Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 121. Innokin Recent Developments/Updates
- Table 122. Innokin Competitive Strengths & Weaknesses
- Table 123. RELX Basic Information, Manufacturing Base and Competitors
- Table 124. RELX Major Business
- Table 125. RELX Vape Pens Product and Services
- Table 126. RELX Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 127. RELX Recent Developments/Updates
- Table 128. RELX Competitive Strengths & Weaknesses
- Table 129. Smoore International Basic Information, Manufacturing Base and Competitors
- Table 130. Smoore International Major Business
- Table 131. Smoore International Vape Pens Product and Services
- Table 132. Smoore International Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 133. Smoore International Recent Developments/Updates
- Table 134. Smoore International Competitive Strengths & Weaknesses
- Table 135. ELFBAR Basic Information, Manufacturing Base and Competitors
- Table 136. ELFBAR Major Business
- Table 137. ELFBAR Vape Pens Product and Services
- Table 138. ELFBAR Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 139. ELFBAR Recent Developments/Updates
- Table 140. ELFBAR Competitive Strengths & Weaknesses
- Table 141. SKE Crystal Basic Information, Manufacturing Base and Competitors
- Table 142. SKE Crystal Major Business
- Table 143. SKE Crystal Vape Pens Product and Services
- Table 144. SKE Crystal Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. SKE Crystal Recent Developments/Updates
- Table 146. SKE Crystal Competitive Strengths & Weaknesses
- Table 147. Elux Basic Information, Manufacturing Base and Competitors
- Table 148. Elux Major Business
- Table 149. Elux Vape Pens Product and Services

Table 150. Elux Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. Elux Recent Developments/Updates

Table 152. Elux Competitive Strengths & Weaknesses

Table 153. MOTI Basic Information, Manufacturing Base and Competitors

Table 154. MOTI Major Business

Table 155. MOTI Vape Pens Product and Services

Table 156. MOTI Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. MOTI Recent Developments/Updates

Table 158. MOTI Competitive Strengths & Weaknesses

Table 159. Boulder Basic Information, Manufacturing Base and Competitors

Table 160. Boulder Major Business

Table 161. Boulder Vape Pens Product and Services

Table 162. Boulder Vape Pens Production (M Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. Boulder Recent Developments/Updates

Table 164. Boulder Competitive Strengths & Weaknesses

Table 165. Global Key Players of Vape Pens Upstream (Raw Materials)

Table 166. Global Vape Pens Typical Customers

Table 167. Vape Pens Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Vape Pens Picture

Figure 2. World Vape Pens Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Vape Pens Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Vape Pens Production (2021-2032) & (M Units)

Figure 5. World Vape Pens Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Vape Pens Production Value Market Share by Region (2021-2032)

Figure 7. World Vape Pens Production Market Share by Region (2021-2032)

Figure 8. North America Vape Pens Production (2021-2032) & (M Units)

Figure 9. Europe Vape Pens Production (2021-2032) & (M Units)

Figure 10. China Vape Pens Production (2021-2032) & (M Units)

Figure 11. Japan Vape Pens Production (2021-2032) & (M Units)

Figure 12. Vape Pens Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Vape Pens Consumption (2021-2032) & (M Units)

Figure 15. World Vape Pens Consumption Market Share by Region (2021-2032)

Figure 16. United States Vape Pens Consumption (2021-2032) & (M Units)

Figure 17. China Vape Pens Consumption (2021-2032) & (M Units)

Figure 18. Europe Vape Pens Consumption (2021-2032) & (M Units)

Figure 19. Japan Vape Pens Consumption (2021-2032) & (M Units)

Figure 20. South Korea Vape Pens Consumption (2021-2032) & (M Units)

Figure 21. ASEAN Vape Pens Consumption (2021-2032) & (M Units)

Figure 22. India Vape Pens Consumption (2021-2032) & (M Units)

Figure 23. Producer Shipments of Vape Pens by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Vape Pens Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Vape Pens Markets in 2025

Figure 26. United States VS China: Vape Pens Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Vape Pens Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Vape Pens Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Vape Pens Production Market Share 2025

Figure 30. China Based Manufacturers Vape Pens Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Vape Pens Production Market Share 2025

Figure 32. World Vape Pens Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Vape Pens Production Value Market Share by Type in 2025

Figure 34. E-vapor

Figure 35. Heated Not Burn

Figure 36. World Vape Pens Production Market Share by Type (2021-2032)

Figure 37. World Vape Pens Production Value Market Share by Type (2021-2032)

Figure 38. World Vape Pens Average Price by Type (2021-2032) & (US\$/Unit)

Figure 39. World Vape Pens Production Value by Feature, (USD Million), 2021 & 2025 & 2032

Figure 40. World Vape Pens Production Value Market Share by Feature in 2025

Figure 41. Disposable

Figure 42. Non-disposable

Figure 43. World Vape Pens Production Market Share by Feature (2021-2032)

Figure 44. World Vape Pens Production Value Market Share by Feature (2021-2032)

Figure 45. World Vape Pens Average Price by Feature (2021-2032) & (US\$/Unit)

Figure 46. World Vape Pens Production Value by Nicotin, (USD Million), 2021 & 2025 & 2032

Figure 47. World Vape Pens Production Value Market Share by Nicotin in 2025

Figure 48. Nicotine E-cigarettes

Figure 49. Nicotin-free E-cigarettes

Figure 50. World Vape Pens Production Market Share by Nicotin (2021-2032)

Figure 51. World Vape Pens Production Value Market Share by Nicotin (2021-2032)

Figure 52. World Vape Pens Average Price by Nicotin (2021-2032) & (US\$/Unit)

Figure 53. World Vape Pens Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032

Figure 54. World Vape Pens Production Value Market Share by Sales Channel in 2025

Figure 55. Online

Figure 56. Offline

Figure 57. World Vape Pens Production Market Share by Sales Channel (2021-2032)

Figure 58. World Vape Pens Production Value Market Share by Sales Channel (2021-2032)

Figure 59. World Vape Pens Average Price by Sales Channel (2021-2032) & (US\$/Unit)

Figure 60. Vape Pens Industry Chain

Figure 61. Vape Pens Procurement Model

Figure 62. Vape Pens Sales Model

Figure 63. Vape Pens Sales Channels, Direct Sales, and Distribution

Figure 64. Methodology

Figure 65. Research Process and Data Source

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