

# **E-cigarette Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

<https://marketpublishers.com/r/E8719B60EE4EEN.html>

Date: May 2025

Pages: 225

Price: US\$ 4,850.00 (Single User License)

ID: E8719B60EE4EEN

## **Abstracts**

The Global E-cigarette Market was valued at USD 30 billion in 2024 and is estimated to grow at a CAGR of 6.6% to reach USD 55.8 billion by 2034, driven by several factors, including the increasing popularity of disposable vapes, which offer convenience and a variety of flavors. The rise of social media platforms like Instagram, TikTok, and YouTube has also played a significant role in promoting e-cigarettes, particularly among younger audiences. Influencers often showcase e-cigarette products, highlighting their ease of use and appealing flavors, which have contributed to the normalization and glamorization of vaping. Additionally, technological advancements have led to the development of "smart" e-cigarettes equipped with features like Bluetooth and GPS, catering to tech-savvy users seeking a personalized experience.

Environmental concerns have prompted some brands to incorporate sustainable materials into their products, addressing the growing demand for eco-friendly options. This shift is not only a response to consumer preferences but also part of broader efforts to align with international sustainability standards and reduce the environmental footprint of manufacturing processes. Companies use recycled content, responsibly sourced wood, and biodegradable alternatives in decking products. These eco-conscious innovations not only appeal to green-minded buyers but also contribute to brand differentiation in a competitive market. In addition, manufacturers are developing materials that offer extended durability and require less maintenance, reducing the need for frequent replacements.

In 2024, the disposable vapes segment generated USD 9.65 billion and is expected to grow at a CAGR of 7% during 2025=2034. These devices are favored for their simplicity, portability, and variety of flavors. They are prefilled, require no charging, and are ready to use, making them an attractive option for new users or those seeking a

hassle-free experience. The availability of disposable vapes in convenience stores, gas stations, and other retail locations has further increased their accessibility.

The offline retail channels segment accounted for 56.7% share in 2024 and is expected to continue growing at a rate of 5.6% until 2034. Consumers appreciate the in-store experience, which allows them to sample flavors and nicotine levels before purchasing. Physical stores also provide opportunities for brands to engage with customers through product demonstrations, promotional offers, and events, fostering trust and brand loyalty.

U.S. E-cigarette Market in 2024, accounting for a 36.2% share attributed to the high demand for smoking alternatives and regulatory actions that have validated products through the Premarket Tobacco Product Application (PMTA) process. The presence of major e-cigarette brands and the widespread availability of products in retail outlets have further strengthened the market position in the U.S.

Key players in the e-cigarette industry include Blu, Elf Bar, GeekVape, Innokin, Lost Mary, Lost Vape, MC, MOK, PAX, Pulze, SMOK, Suorin, Vaporesso, and Vuse. To strengthen their market presence, companies in the e-cigarette industry are adopting several strategies. These include expanding their product portfolios to cater to diverse consumer preferences, investing in research and development to innovate and improve product quality, and enhancing their online and offline marketing efforts to reach a broader audience. Additionally, companies are focusing on compliance with regulatory standards to ensure product safety and gain consumer trust. Collaborations and partnerships with retailers and influencers are also being pursued to increase brand visibility and consumer engagement. Furthermore, some companies are exploring sustainable practices in product design and packaging to appeal to environmentally conscious consumers.

## **Companies Mentioned**

Blu, Elf Bar, GeekVape, Innokin, Lost Mary, Lost Vape, MC, MOK, PAX, Pulze, SMOK, Suorin, Vaporesso, Vuse

## Contents

### CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Research design
  - 1.1.1 Research approach
  - 1.1.2 Data collection methods
- 1.2 Base estimates and calculations
  - 1.2.1 Base year calculation
  - 1.2.2 Key trends for market estimates
- 1.3 Forecast model
- 1.4 Primary research & validation
  - 1.4.1 Primary sources
  - 1.4.2 Data mining sources
- 1.5 Market definitions

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021 - 2034

### CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
  - 3.1.1 Factors affecting the value chain
  - 3.1.2 Profit margin analysis
  - 3.1.3 Disruptions
  - 3.1.4 Future outlook
  - 3.1.5 Manufacturers
  - 3.1.6 Distributors
- 3.2 Trump administration tariffs analysis
  - 3.2.1 Impact on trade
    - 3.2.1.1 Trade volume disruptions
    - 3.2.1.2 Retaliatory measures
  - 3.2.2 Impact on the industry
    - 3.2.2.1 Supply-side impact (raw materials)
    - 3.2.2.2 Price volatility in key materials
    - 3.2.2.3 Supply chain restructuring
    - 3.2.2.4 Production cost implications
    - 3.2.2.5 Demand-side impact (selling price)

- 3.2.2.6 Price transmission to end markets
- 3.2.2.7 Market share dynamics
- 3.2.2.8 Consumer response patterns
- 3.2.3 Key companies impacted
- 3.2.4 Strategic industry responses
  - 3.2.4.1 Supply chain reconfiguration
  - 3.2.4.2 Pricing and product strategies
  - 3.2.4.3 Policy engagement
- 3.2.5 Outlook and future considerations
- 3.3 Impact forces
  - 3.3.1 Availability of a variety of flavors
  - 3.3.2 Rising consumer awareness
  - 3.3.3 Increase in social media influences
- 3.4 Industry pitfalls & challenges
  - 3.4.1 Regulatory uncertainty & restrictions
  - 3.4.2 Youth vaping epidemic & public backlash
- 3.5 Growth potential analysis
- 3.6 Consumer behavior analysis
  - 3.6.1 Demographic trends
  - 3.6.2 Factors affecting buying decisions
  - 3.6.3 Consumer product adoption
  - 3.6.4 Preferred distribution channel
  - 3.6.5 Preferred price range
- 3.7 Porter's analysis
- 3.8 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

## **CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT, 2021 - 2034 (\$BN) (THOUSAND UNITS)**

- 5.1 Key trends
- 5.2 Cigalikes
- 5.3 Vape Pens

5.4 Disposable vapes

5.5 Pod vapes

5.6 Box mods

## **CHAPTER 6 MARKET ESTIMATES & FORECAST, BY CATEGORY, 2021 - 2034 (\$BN) (THOUSAND UNITS)**

6.1 Key trends

6.2 Open

6.3 Close

## **CHAPTER 7 MARKET ESTIMATES & FORECAST, BY FLAVOR, 2021 - 2034 (\$BN) (THOUSAND UNITS)**

7.1 Key trends

7.2 Tobacco

7.3 Botanical

7.4 Fruit

7.5 Sweet

7.6 Beverage

7.7 Others

## **CHAPTER 8 MARKET ESTIMATES & FORECAST, BY PRICE, 2021 - 2034 (\$BN) (THOUSAND UNITS)**

8.1 Key trends

8.2 Low

8.3 Medium

8.4 High

## **CHAPTER 9 MARKET ESTIMATES & FORECAST, BY USER, 2021 - 2034 (\$BN) (THOUSAND UNITS)**

9.1 Key trends

9.2 Men

9.3 Women

## **CHAPTER 10 MARKET ESTIMATES & FORECAST, BY MODE OF OPERATION, 2021 - 2034 (\$BN) (THOUSAND UNITS)**

- 10.1 Key trends
- 10.2 Manual
- 10.3 Automatic

## **CHAPTER 11 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 - 2034 (\$BN) (THOUSAND UNITS)**

- 11.1 Key trends
- 11.2 Online
  - 11.2.1 E-commerce
  - 11.2.2 Company website
- 11.3 Offline
  - 11.3.1 Supermarkets/hypermarket
  - 11.3.2 Specialty vape shops
  - 11.3.3 Convenience stores and gas stations
  - 11.3.4 Others

## **CHAPTER 12 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2034 (\$BN) (THOUSAND UNITS)**

- 12.1 Key trends
- 12.2 North America
  - 12.2.1 U.S.
  - 12.2.2 Canada
- 12.3 Europe
  - 12.3.1 UK
  - 12.3.2 Germany
  - 12.3.3 France
  - 12.3.4 Italy
  - 12.3.5 Spain
  - 12.3.6 Russia
- 12.4 Asia Pacific
  - 12.4.1 China
  - 12.4.2 India
  - 12.4.3 Japan
  - 12.4.4 Australia
  - 12.4.5 South Korea
- 12.5 Latin America

- 12.5.1 Brazil
- 12.5.2 Mexico
- 12.6 MEA
  - 12.6.1 UAE
  - 12.6.2 South Africa
  - 12.6.3 Saudi Arabia

## **CHAPTER 13 COMPANY PROFILES**

- 13.1 Blu
- 13.2 Elf Bar
- 13.3 GeekVape
- 13.4 Innokin
- 13.5 Lost Mary
- 13.6 Lost Vape
- 13.7 MC
- 13.8 MOK
- 13.9 PAX
- 13.10 Pulze
- 13.11 SMOK
- 13.12 Suorin
- 13.13 Vaporesso
- 13.14 Vuse

## I would like to order

Product name: E-cigarette Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/E8719B60EE4EEN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E8719B60EE4EEN.html>