

Disposable E-cigarettes Market Size, Share & Trends Analysis Report By Flavor (Non-Tobacco, Tobacco), By Distribution Channel, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Disposable E-cigarettes Market Growth & Trends

The global disposable e-cigarettes market size is expected to reach USD 14.8 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 11.2% from 2022 to 2030. The rising awareness about safer alternatives to tobacco consumption has stimulated the adoption of e-cigarettes including disposable e-cigarettes across the world. Moreover, the increasing availability of disposable cigarettes in different types and flavors is expected to drive the growth of this market. For instance, in January 2022, Humble Juice Co. introduced seven flavors from their tobacco-free nicotine disposable line.

The increasing adoption of disposable e-cigarettes being safer than traditional cigarettes, especially among the younger population, is anticipated to further drive the market growth. According to an article published by U.S. Food and Drug Administration, in March 2022, among high school and middle school students in the U.S., 53.7% used a disposable device. Furthermore, the market is expected to perform well due to the advancements in disposable e-cigarette technology such as an electronic coil.

The non-tobacco segment was more significant in 2021 and is expected to maintain dominance in the forecast period. Various initiatives such as new product launches and partnerships by key players in the market are expected to boost the growth of the

segment in the forecast period. For instance, in May 2022, Innokin Technology, a China-based company launched 'Lota' water-based vaping devices with Aquios Labs: a new technology firm that enables water-based e-liquid. The partnership offers Lota an innovative new technology and approach to closed vaping systems. The initiative was taken to strengthen the market presence of the disposable vape sector.

The offline distribution channel dominated the market share in 2021. The convenience of shopping for different products, flavors, and forms of e-cigarettes including disposable products such as vaping in a single place is the primary driving force for consumers to visit nearby stores including supermarkets, hypermarkets, convenience stores, and others. In addition, allowing consumers to check out these devices first and then buy will allow the segment to keep abreast of market growth.

Major players in the global disposable e-cigarette market include a combination of a few established players and many small players. Some of these are Puff Bar, JUUL Labs, Inc., British American Tobacco Plc, Imperial Brands Plc, Japan Tobacco Inc., NJOY, YouMe Co. Ltd, Shenzhen IVPS Technology Co., Ltd., Kaival Brands Innovations Group, Inc., and JAC Vapour. Moreover, there is intense competition between the leading players in this market as some of them are major manufacturers and have a large customer base both on regional and international levels.

Disposable E-Cigarettes Market Report Highlights

North America is expected to contribute most of the share to become the largest division in 2021. The increasing launches of products in the U.S. will support the market in the region

The non-tobacco segment is projected to register faster growth during the forecast period owing to the various health benefits offered by the product compared to the conventional cigarettes

Online is predicted to become a faster-growing segment during the forecast period owing to easy doorstep delivery services

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