

Global Heat-not-burn E-cigarette Market Growth 2026-2032

<https://marketpublishers.com/r/G3FFC37A992FEN.html>

Date: July 2026

Pages: 84

Price: US\$ 3,660.00 (Single User License)

ID: G3FFC37A992FEN

Abstracts

The global Heat-not-burn E-cigarette market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

Heat-not-burn (HNB) e-cigarettes, also known as heated tobacco products, are devices that heat tobacco to a lower temperature than conventional cigarettes, producing an inhalable aerosol without combustion. Unlike traditional cigarettes, which burn tobacco at around 600-900°C, HNB devices typically heat it to around 250-350°C. This lower temperature reduces the production of harmful combustion-related toxins and carcinogens, such as tar and carbon monoxide, while still delivering nicotine and the flavor of tobacco.

United States market for Heat-not-burn E-cigarette is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Heat-not-burn E-cigarette is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Heat-not-burn E-cigarette is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Heat-not-burn E-cigarette players cover Imperial Tobacco, Japan Tobacco, Philip Morris International, FirstUnion, Buddy Group, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Heat-not-burn E-cigarette

Industry Forecast? looks at past sales and reviews total world Heat-not-burn E-cigarette sales in 2025, providing a comprehensive analysis by region and market sector of projected Heat-not-burn E-cigarette sales for 2026 through 2032. With Heat-not-burn E-cigarette sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Heat-not-burn E-cigarette industry.

This Insight Report provides a comprehensive analysis of the global Heat-not-burn E-cigarette landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Heat-not-burn E-cigarette portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Heat-not-burn E-cigarette market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Heat-not-burn E-cigarette and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Heat-not-burn E-cigarette.

This report presents a comprehensive overview, market shares, and growth opportunities of Heat-not-burn E-cigarette market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Heater

Consumables

Segmentation by Application:

On-line

Offline

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Imperial Tobacco

Japan Tobacco

Philip Morris International

FirstUnion

Buddy Group

Key Questions Addressed in this Report

What is the 10-year outlook for the global Heat-not-burn E-cigarette market?

What factors are driving Heat-not-burn E-cigarette market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Heat-not-burn E-cigarette market opportunities vary by end market size?

How does Heat-not-burn E-cigarette break out by Type, by Application?

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