

Global HNB Smoking Set Market Growth 2026-2032

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Abstracts

The global HNB Smoking Set market size is predicted to grow from US\$ 1329 million in 2025 to US\$ 3119 million in 2032; it is expected to grow at a CAGR of 13.2% from 2026 to 2032.

HNB (Heated Tobacco Products) are tobacco products that work by continuously heating a specially designed tobacco cartridge containing tobacco at a temperature below combustion levels to produce a nicotine-containing aerosol for inhalation. HNB reduces the temperature at which the tobacco forms the nicotine aerosol by heating, rather than burning, thus avoiding the incomplete combustion and high-temperature release of harmful substances associated with traditional cigarettes, reducing harmful substance release by up to 90%. An HNB Smoking Set is an electronic device used to heat tobacco-based products at a controlled temperature, producing a nicotine-containing aerosol for inhalation through heating rather than combustion. Its core principle involves using an electric heating element, ceramic heating element, or metal heating needle to heat the tobacco material to approximately 250?350?C, causing the tobacco to release inhalable substances, rather than the high-temperature combustion process of approximately 800?C in traditional cigarettes. These smoking devices are typically used with dedicated heat-sticks or tobacco capsules. The devices themselves do not contain tobacco; their function is to control the heating temperature to achieve thermal decomposition of the tobacco material without open flame combustion, and to stably release inhalable aerosols. These products are generally classified as "non-combustion tobacco delivery devices." The devices consist of circuit boards, chips, heating elements, batteries, and plastic parts, and are durable goods, usually manufactured by external contractors or in partnership with manufacturers. The main heating technologies include resistance, electromagnetic, and infrared heating. The core challenge is solving problems such as heating efficiency, uneven heating leading to a burnt taste, and cleaning and maintenance. In 2024, global HNB Smoking Set production reached 38.33 million units, with an average selling price of US\$31.43 per

unit, a gross profit margin of approximately 30.28%, and an annual production of 36 million units. Downstream customers include China National Tobacco Corporation, Altria, British American Tobacco, Japan Tobacco, Imperial Tobacco, and Philip Morris International.

Heated tobacco products (HNB) can satisfy nicotine intake while reducing the harm to the human body caused by harmful substances such as tar emitted during the high-temperature combustion of traditional tobacco, thus alleviating the psychological burden of traditional smokers and consumers who want to consume nicotine. From a product perspective, mature HNB products overseas, such as IQOS, have gained recognition from consumers in Japan, South Korea, Russia, and other countries, with rapidly increasing penetration rates. Currently, China's regulation of e-cigarettes is similar to that of tobacco products, and there are no clear policies yet for HNB products. The strength of policy regulation depends on how governments in different countries define the attributes of e-cigarette products, primarily based on factors such as the level of awareness/acceptance regarding the harm reduction benefits of e-cigarettes, their appeal to young people, and the acceptance that they can effectively reduce the smoking rate of traditional tobacco.

LP Information, Inc. (LPI) ' newest research report, the "HNB Smoking Set Industry Forecast" looks at past sales and reviews total world HNB Smoking Set sales in 2025, providing a comprehensive analysis by region and market sector of projected HNB Smoking Set sales for 2026 through 2032. With HNB Smoking Set sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world HNB Smoking Set industry.

This Insight Report provides a comprehensive analysis of the global HNB Smoking Set 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 HNB Smoking Set portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global HNB Smoking Set market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for HNB Smoking Set 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 HNB Smoking Set.

This report presents a comprehensive overview, market shares, and growth opportunities of HNB Smoking Set market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Resistance Heating

Electromagnetic Heating

Infrared Heating

Other

Segmentation by Gender:

Male

Female

Segmentation by Sales:

Direct Selling

Distribution

Segmentation by Application:

Online Channels

Offline Channels

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.

Flextronics International Ltd

Venture

Ploom TECH?JT?

SMOORE

Shenzhen First Union Technology Co., Ltd

China Boton Group

Shenzhen Weitao Technology Co., Ltd.

Intretech

Shenzhen Huayu Technology Development Co., Ltd.

Shenzhen Aiweibati Technology Co., Ltd.

BYD Precision Manufacture Co., Ltd.

Shenzhen Jinjia Group Co., Ltd.

Shanghai Shunho New Materials Technology Co.,Ltd. (Shenzhen Luxinfeng

Technology Co., Ltd.)

Anhui Genuine New Materials Co., Ltd.

ALD Group Limited

Shenzhen Everwin Precision Technology Co.,Ltd.

BUDDY

Shenzhen Yuyan(Royal Tobacco) Industrial Limited

Kunshan Kersen Science and Technology Co., Ltd.

Key Material Co., Ltd.

Key Questions Addressed in this Report

What is the 10-year outlook for the global HNB Smoking Set market?

What factors are driving HNB Smoking Set market growth, globally and by region?

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

How do HNB Smoking Set market opportunities vary by end market size?

How does HNB Smoking Set break out by Type, by Application?

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