

# Global Electronic Cigarette Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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## Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Electronic Cigarette market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Electronic Cigarette market are covered in Chapter 9:

Imperial Brands

JTI

Philip Morris International (PMI)

British American Tobacco

In Chapter 5 and Chapter 7.3, based on types, the Electronic Cigarette market from 2017 to 2027 is primarily split into:

Disposable  
Rechargeable  
Modular

In Chapter 6 and Chapter 7.4, based on applications, the Electronic Cigarette market from 2017 to 2027 covers:

Men  
Women

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States  
Europe  
China  
Japan  
India  
Southeast Asia  
Latin America  
Middle East and Africa

#### Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Electronic Cigarette market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Electronic Cigarette Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

#### Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the

consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### 1 ELECTRONIC CIGARETTE MARKET OVERVIEW

- 1.1 Product Overview and Scope of Electronic Cigarette Market
- 1.2 Electronic Cigarette Market Segment by Type
  - 1.2.1 Global Electronic Cigarette Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Electronic Cigarette Market Segment by Application
  - 1.3.1 Electronic Cigarette Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Electronic Cigarette Market, Region Wise (2017-2027)
  - 1.4.1 Global Electronic Cigarette Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
  - 1.4.2 United States Electronic Cigarette Market Status and Prospect (2017-2027)
  - 1.4.3 Europe Electronic Cigarette Market Status and Prospect (2017-2027)
  - 1.4.4 China Electronic Cigarette Market Status and Prospect (2017-2027)
  - 1.4.5 Japan Electronic Cigarette Market Status and Prospect (2017-2027)
  - 1.4.6 India Electronic Cigarette Market Status and Prospect (2017-2027)
  - 1.4.7 Southeast Asia Electronic Cigarette Market Status and Prospect (2017-2027)
  - 1.4.8 Latin America Electronic Cigarette Market Status and Prospect (2017-2027)
  - 1.4.9 Middle East and Africa Electronic Cigarette Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Electronic Cigarette (2017-2027)
  - 1.5.1 Global Electronic Cigarette Market Revenue Status and Outlook (2017-2027)
  - 1.5.2 Global Electronic Cigarette Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Electronic Cigarette Market

### 2 INDUSTRY OUTLOOK

- 2.1 Electronic Cigarette Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
  - 2.2.1 Analysis of Financial Barriers
  - 2.2.2 Analysis of Technical Barriers
  - 2.2.3 Analysis of Talent Barriers
  - 2.2.4 Analysis of Brand Barrier
- 2.3 Electronic Cigarette Market Drivers Analysis

- 2.4 Electronic Cigarette Market Challenges Analysis
- 2.5 Emerging Market Trends
- 2.6 Consumer Preference Analysis
- 2.7 Electronic Cigarette Industry Development Trends under COVID-19 Outbreak
  - 2.7.1 Global COVID-19 Status Overview
  - 2.7.2 Influence of COVID-19 Outbreak on Electronic Cigarette Industry Development

### **3 GLOBAL ELECTRONIC CIGARETTE MARKET LANDSCAPE BY PLAYER**

- 3.1 Global Electronic Cigarette Sales Volume and Share by Player (2017-2022)
- 3.2 Global Electronic Cigarette Revenue and Market Share by Player (2017-2022)
- 3.3 Global Electronic Cigarette Average Price by Player (2017-2022)
- 3.4 Global Electronic Cigarette Gross Margin by Player (2017-2022)
- 3.5 Electronic Cigarette Market Competitive Situation and Trends
  - 3.5.1 Electronic Cigarette Market Concentration Rate
  - 3.5.2 Electronic Cigarette Market Share of Top 3 and Top 6 Players
  - 3.5.3 Mergers & Acquisitions, Expansion

### **4 GLOBAL ELECTRONIC CIGARETTE SALES VOLUME AND REVENUE REGION WISE (2017-2022)**

- 4.1 Global Electronic Cigarette Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global Electronic Cigarette Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global Electronic Cigarette Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.4 United States Electronic Cigarette Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.4.1 United States Electronic Cigarette Market Under COVID-19
- 4.5 Europe Electronic Cigarette Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.5.1 Europe Electronic Cigarette Market Under COVID-19
- 4.6 China Electronic Cigarette Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.6.1 China Electronic Cigarette Market Under COVID-19
- 4.7 Japan Electronic Cigarette Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.7.1 Japan Electronic Cigarette Market Under COVID-19
- 4.8 India Electronic Cigarette Sales Volume, Revenue, Price and Gross Margin

(2017-2022)

4.8.1 India Electronic Cigarette Market Under COVID-19

4.9 Southeast Asia Electronic Cigarette Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.9.1 Southeast Asia Electronic Cigarette Market Under COVID-19

4.10 Latin America Electronic Cigarette Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.10.1 Latin America Electronic Cigarette Market Under COVID-19

4.11 Middle East and Africa Electronic Cigarette Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.11.1 Middle East and Africa Electronic Cigarette Market Under COVID-19

## **5 GLOBAL ELECTRONIC CIGARETTE SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

5.1 Global Electronic Cigarette Sales Volume and Market Share by Type (2017-2022)

5.2 Global Electronic Cigarette Revenue and Market Share by Type (2017-2022)

5.3 Global Electronic Cigarette Price by Type (2017-2022)

5.4 Global Electronic Cigarette Sales Volume, Revenue and Growth Rate by Type (2017-2022)

5.4.1 Global Electronic Cigarette Sales Volume, Revenue and Growth Rate of Disposable (2017-2022)

5.4.2 Global Electronic Cigarette Sales Volume, Revenue and Growth Rate of Rechargeable (2017-2022)

5.4.3 Global Electronic Cigarette Sales Volume, Revenue and Growth Rate of Modular (2017-2022)

## **6 GLOBAL ELECTRONIC CIGARETTE MARKET ANALYSIS BY APPLICATION**

6.1 Global Electronic Cigarette Consumption and Market Share by Application (2017-2022)

6.2 Global Electronic Cigarette Consumption Revenue and Market Share by Application (2017-2022)

6.3 Global Electronic Cigarette Consumption and Growth Rate by Application (2017-2022)

6.3.1 Global Electronic Cigarette Consumption and Growth Rate of Men (2017-2022)

6.3.2 Global Electronic Cigarette Consumption and Growth Rate of Women (2017-2022)

## **7 GLOBAL ELECTRONIC CIGARETTE MARKET FORECAST (2022-2027)**

### 7.1 Global Electronic Cigarette Sales Volume, Revenue Forecast (2022-2027)

#### 7.1.1 Global Electronic Cigarette Sales Volume and Growth Rate Forecast (2022-2027)

#### 7.1.2 Global Electronic Cigarette Revenue and Growth Rate Forecast (2022-2027)

#### 7.1.3 Global Electronic Cigarette Price and Trend Forecast (2022-2027)

### 7.2 Global Electronic Cigarette Sales Volume and Revenue Forecast, Region Wise (2022-2027)

#### 7.2.1 United States Electronic Cigarette Sales Volume and Revenue Forecast (2022-2027)

#### 7.2.2 Europe Electronic Cigarette Sales Volume and Revenue Forecast (2022-2027)

#### 7.2.3 China Electronic Cigarette Sales Volume and Revenue Forecast (2022-2027)

#### 7.2.4 Japan Electronic Cigarette Sales Volume and Revenue Forecast (2022-2027)

#### 7.2.5 India Electronic Cigarette Sales Volume and Revenue Forecast (2022-2027)

#### 7.2.6 Southeast Asia Electronic Cigarette Sales Volume and Revenue Forecast (2022-2027)

#### 7.2.7 Latin America Electronic Cigarette Sales Volume and Revenue Forecast (2022-2027)

#### 7.2.8 Middle East and Africa Electronic Cigarette Sales Volume and Revenue Forecast (2022-2027)

### 7.3 Global Electronic Cigarette Sales Volume, Revenue and Price Forecast by Type (2022-2027)

#### 7.3.1 Global Electronic Cigarette Revenue and Growth Rate of Disposable (2022-2027)

#### 7.3.2 Global Electronic Cigarette Revenue and Growth Rate of Rechargeable (2022-2027)

#### 7.3.3 Global Electronic Cigarette Revenue and Growth Rate of Modular (2022-2027)

### 7.4 Global Electronic Cigarette Consumption Forecast by Application (2022-2027)

#### 7.4.1 Global Electronic Cigarette Consumption Value and Growth Rate of Men(2022-2027)

#### 7.4.2 Global Electronic Cigarette Consumption Value and Growth Rate of Women(2022-2027)

### 7.5 Electronic Cigarette Market Forecast Under COVID-19

## **8 ELECTRONIC CIGARETTE MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

### 8.1 Electronic Cigarette Industrial Chain Analysis



- 8.2 Key Raw Materials Suppliers and Price Analysis
- 8.3 Manufacturing Cost Structure Analysis
  - 8.3.1 Labor Cost Analysis
  - 8.3.2 Energy Costs Analysis
  - 8.3.3 R&D Costs Analysis
- 8.4 Alternative Product Analysis
- 8.5 Major Distributors of Electronic Cigarette Analysis
- 8.6 Major Downstream Buyers of Electronic Cigarette Analysis
- 8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Electronic Cigarette Industry

## **9 PLAYERS PROFILES**

### 9.1 Imperial Brands

- 9.1.1 Imperial Brands Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.1.2 Electronic Cigarette Product Profiles, Application and Specification
- 9.1.3 Imperial Brands Market Performance (2017-2022)
- 9.1.4 Recent Development
- 9.1.5 SWOT Analysis

### 9.2 JTI

- 9.2.1 JTI Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.2.2 Electronic Cigarette Product Profiles, Application and Specification
- 9.2.3 JTI Market Performance (2017-2022)
- 9.2.4 Recent Development
- 9.2.5 SWOT Analysis

### 9.3 Philip Morris International (PMI)

- 9.3.1 Philip Morris International (PMI) Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.3.2 Electronic Cigarette Product Profiles, Application and Specification
- 9.3.3 Philip Morris International (PMI) Market Performance (2017-2022)
- 9.3.4 Recent Development
- 9.3.5 SWOT Analysis

### 9.4 British American Tobacco

- 9.4.1 British American Tobacco Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.4.2 Electronic Cigarette Product Profiles, Application and Specification
- 9.4.3 British American Tobacco Market Performance (2017-2022)
- 9.4.4 Recent Development

9.4.5 SWOT Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Electronic Cigarette Product Picture

Table Global Electronic Cigarette Market Sales Volume and CAGR (%) Comparison by Type

Table Electronic Cigarette Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global Electronic Cigarette Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Electronic Cigarette Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe Electronic Cigarette Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Electronic Cigarette Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Electronic Cigarette Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Electronic Cigarette Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Electronic Cigarette Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America Electronic Cigarette Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Middle East and Africa Electronic Cigarette Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global Electronic Cigarette Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Electronic Cigarette Industry Development

Table Global Electronic Cigarette Sales Volume by Player (2017-2022)

Table Global Electronic Cigarette Sales Volume Share by Player (2017-2022)

Figure Global Electronic Cigarette Sales Volume Share by Player in 2021

Table Electronic Cigarette Revenue (Million USD) by Player (2017-2022)

Table Electronic Cigarette Revenue Market Share by Player (2017-2022)

Table Electronic Cigarette Price by Player (2017-2022)

Table Electronic Cigarette Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global Electronic Cigarette Sales Volume, Region Wise (2017-2022)

Table Global Electronic Cigarette Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Electronic Cigarette Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Electronic Cigarette Sales Volume Market Share, Region Wise in 2021

Table Global Electronic Cigarette Revenue (Million USD), Region Wise (2017-2022)

Table Global Electronic Cigarette Revenue Market Share, Region Wise (2017-2022)

Figure Global Electronic Cigarette Revenue Market Share, Region Wise (2017-2022)

Figure Global Electronic Cigarette Revenue Market Share, Region Wise in 2021

Table Global Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table United States Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Europe Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table China Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Japan Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table India Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Southeast Asia Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Latin America Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Middle East and Africa Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Global Electronic Cigarette Sales Volume by Type (2017-2022)

Table Global Electronic Cigarette Sales Volume Market Share by Type (2017-2022)

Figure Global Electronic Cigarette Sales Volume Market Share by Type in 2021

Table Global Electronic Cigarette Revenue (Million USD) by Type (2017-2022)

Table Global Electronic Cigarette Revenue Market Share by Type (2017-2022)

Figure Global Electronic Cigarette Revenue Market Share by Type in 2021

Table Electronic Cigarette Price by Type (2017-2022)

Figure Global Electronic Cigarette Sales Volume and Growth Rate of Disposable (2017-2022)

Figure Global Electronic Cigarette Revenue (Million USD) and Growth Rate of

Disposable (2017-2022)

Figure Global Electronic Cigarette Sales Volume and Growth Rate of Rechargeable (2017-2022)

Figure Global Electronic Cigarette Revenue (Million USD) and Growth Rate of Rechargeable (2017-2022)

Figure Global Electronic Cigarette Sales Volume and Growth Rate of Modular (2017-2022)

Figure Global Electronic Cigarette Revenue (Million USD) and Growth Rate of Modular (2017-2022)

Table Global Electronic Cigarette Consumption by Application (2017-2022)

Table Global Electronic Cigarette Consumption Market Share by Application (2017-2022)

Table Global Electronic Cigarette Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Electronic Cigarette Consumption Revenue Market Share by Application (2017-2022)

Table Global Electronic Cigarette Consumption and Growth Rate of Men (2017-2022)

Table Global Electronic Cigarette Consumption and Growth Rate of Women (2017-2022)

Figure Global Electronic Cigarette Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Electronic Cigarette Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global Electronic Cigarette Price and Trend Forecast (2022-2027)

Figure USA Electronic Cigarette Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA Electronic Cigarette Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Electronic Cigarette Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Electronic Cigarette Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China Electronic Cigarette Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China Electronic Cigarette Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Electronic Cigarette Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Electronic Cigarette Market Revenue (Million USD) and Growth Rate

Forecast Analysis (2022-2027)

Figure India Electronic Cigarette Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India Electronic Cigarette Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Electronic Cigarette Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Electronic Cigarette Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Electronic Cigarette Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Electronic Cigarette Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Electronic Cigarette Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Electronic Cigarette Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Electronic Cigarette Market Sales Volume Forecast, by Type

Table Global Electronic Cigarette Sales Volume Market Share Forecast, by Type

Table Global Electronic Cigarette Market Revenue (Million USD) Forecast, by Type

Table Global Electronic Cigarette Revenue Market Share Forecast, by Type

Table Global Electronic Cigarette Price Forecast, by Type

Figure Global Electronic Cigarette Revenue (Million USD) and Growth Rate of Disposable (2022-2027)

Figure Global Electronic Cigarette Revenue (Million USD) and Growth Rate of Disposable (2022-2027)

Figure Global Electronic Cigarette Revenue (Million USD) and Growth Rate of Rechargeable (2022-2027)

Figure Global Electronic Cigarette Revenue (Million USD) and Growth Rate of Rechargeable (2022-2027)

Figure Global Electronic Cigarette Revenue (Million USD) and Growth Rate of Modular (2022-2027)

Figure Global Electronic Cigarette Revenue (Million USD) and Growth Rate of Modular (2022-2027)

Table Global Electronic Cigarette Market Consumption Forecast, by Application

Table Global Electronic Cigarette Consumption Market Share Forecast, by Application

Table Global Electronic Cigarette Market Revenue (Million USD) Forecast, by Application

Table Global Electronic Cigarette Revenue Market Share Forecast, by Application

Figure Global Electronic Cigarette Consumption Value (Million USD) and Growth Rate of Men (2022-2027)

Figure Global Electronic Cigarette Consumption Value (Million USD) and Growth Rate of Women (2022-2027)

Figure Electronic Cigarette Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table Imperial Brands Profile

Table Imperial Brands Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Imperial Brands Electronic Cigarette Sales Volume and Growth Rate

Figure Imperial Brands Revenue (Million USD) Market Share 2017-2022

Table JTI Profile

Table JTI Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure JTI Electronic Cigarette Sales Volume and Growth Rate

Figure JTI Revenue (Million USD) Market Share 2017-2022

Table Philip Morris International (PMI) Profile

Table Philip Morris International (PMI) Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Philip Morris International (PMI) Electronic Cigarette Sales Volume and Growth Rate

Figure Philip Morris International (PMI) Revenue (Million USD) Market Share 2017-2022

Table British American Tobacco Profile

Table British American Tobacco Electronic Cigarette Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure British American Tobacco Electronic Cigarette Sales Volume and Growth Rate

Figure British American Tobacco Revenue (Million USD) Market Share 2017-2022

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