

# **Cannabis Vaporizer Market Forecasts to 2032 – Global Analysis By Product Type (Portable Vaporizers, Desktop Vaporizers and Pen-style Vaporizers), Material Type, Heating Method, Power Source, Distribution Channel, Application and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Cannabis Vaporizer Market is accounted for \$6.7 billion in 2025 and is expected to reach \$19.4 billion by 2032 growing at a CAGR of 16.3% during the forecast period. Cannabis vaporizer is a device that heats cannabis (dry herbs, oils, or concentrates) to release vapor without burning the material. It uses conduction, convection, or hybrid heating methods. Available in portable, desktop, and pen-style designs, these devices offer a discreet and efficient way to consume cannabis. Commonly used for medical and recreational purposes, vaporizers produce fewer harmful by-products than smoking. Many modern models include temperature control and smart features for a customized experience.

According to the National Conference of State Legislatures (NCSL) by 2024, 38 states, 3 territories, and the District of Columbia have legalized medical cannabis, while 23 states permit recreational use.

Market Dynamics:

Driver:

Increasing demand for healthier consumption

Consumers prioritize health-conscious alternatives, steering away from traditional smoking due to concerns about harmful toxins and carcinogens. Vaporizers offer a

solution by heating cannabis at lower temperatures, releasing active compounds without combustion. This trend drives innovation in vaporizer technology, emphasizing efficient heating methods, such as convection, and cleaner delivery mechanisms. Moreover, with growing awareness of health and wellness, manufacturers are focusing on portable, user-friendly, and premium designs to cater to a more discerning customer base, propelling market growth.

#### Restraint:

##### High cost of advanced vaporizers

The elevated price points of technologically advanced vaporizers pose a challenge to widespread consumer adoption, especially in price-sensitive markets. Premium vaporizers with features such as temperature control, Bluetooth connectivity, and high-efficiency heating elements significantly increase costs. Limited affordability reduces accessibility for medical users and recreational consumers, hindering overall market penetration. As a result, price-conscious buyers may opt for traditional smoking methods or lower-end vaporizer models, slowing the growth of the premium segment.

#### Opportunity:

##### Expansion into new legalized markets

The continuous legalization of cannabis in multiple countries is unlocking significant market potential for the cannabis vaporizer sector. Policy changes that encourage controlled and health-conscious cannabis consumption are boosting the demand for vaporizers. Industry players are adopting market-entry strategies such as acquisitions, collaborations, and technological advancements to establish a strong presence in newly legalized regions. Additionally, the increasing availability of vaporizers through physical dispensaries and e-commerce platforms is driving consumer accessibility.

#### Threat:

##### Counterfeit and low-quality vaporizers

The rising prevalence of counterfeit and inferior-quality cannabis vaporizers presents a major threat to the industry, undermining consumer confidence and market credibility. Many unauthorized manufacturers distribute imitations that fail to meet safety and quality standards, exposing users to potential health risks. Additionally, the presence of

counterfeit vaporizers dilutes the market for authentic brands, reducing consumer trust and affecting overall sales.

#### Covid-19 Impact:

The COVID-19 crisis had a considerable impact on the cannabis vaporizer industry, altering purchasing trends and supply chain dynamics. With physical stores facing restrictions, e-commerce and direct-to-consumer sales witnessed a notable surge. Heightened awareness of respiratory health encouraged a shift toward vaporizers, viewed as a safer alternative to combustion-based consumption. Nevertheless, as legalization efforts progressed and consumer demand remained strong, the market showed resilience and continued its recovery post-pandemic.

The portable vaporizers segment is expected to be the largest during the forecast period

The portable vaporizers segment is expected to account for the largest market share during the forecast period due to growing demand for compact and travel-friendly cannabis consumption solutions. Consumers prefer these vaporizers for their discreetness, ease of use, and portability. Innovations in battery life, heating mechanisms, and ergonomic designs are enhancing their appeal. The increasing popularity of mobile cannabis consumption, especially in legally regulated regions, is further driving adoption.

The dry herb vaporizers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the dry herb vaporizers segment is predicted to witness the highest growth rate due to their rising popularity among cannabis consumers seeking a natural experience. These vaporizers allow users to inhale pure cannabis without the need for additional concentrates or additives. Increasing awareness of health benefits associated with vaporizing dry herbs over traditional smoking methods is boosting adoption. Additionally, regulatory acceptance of cannabis flower in several markets is further supporting segment expansion.

#### Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share owing to rapid legalization efforts, especially in countries like Thailand, Australia,

and South Korea, are driving market expansion. Growing consumer acceptance of vaporizers as a safer alternative to traditional cannabis consumption methods is fueling demand. Additionally, increased government support for medical cannabis applications is encouraging new product development making it the dominant force in the cannabis vaporizer industry.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR in the cannabis vaporizer market. The continuous expansion of cannabis legalization in the U.S. and Canada is significantly boosting product demand. Health-conscious consumers are shifting towards vaporizer usage, supported by innovations like precision temperature control and advanced dosing mechanisms. Moreover, the presence of an extensive distribution network, alongside the rise of e-commerce platforms, is enhancing market accessibility.

Key players in the market

Some of the key players in Cannabis Vaporizer Market include Apollo AirVape, Arizer, AVEO, Boundless Technology, DaVinci Vaporizer, DRD, DynaVap, Elf Bar, Grenco Science, Juul Labs, KandyPens, O.pen-Slang Worldwide, PAX Labs, Smoke Cartel and STORZ & BICKEL.

Key Developments:

In March 2025, PAX Labs introduced the PAX Elite, a next-generation cannabis vaporizer featuring AI-powered temperature adjustments and advanced dosage tracking. The device enhances user experience through real-time analytics and app integration, catering to both medical and recreational consumers.

In March 2025, Storz & Bickel launched the Volcano Hybrid Pro, an upgraded version of its flagship desktop vaporizer with faster heat-up times and improved airflow technology. The device is designed to enhance vapor efficiency while maintaining precise temperature control, making it a preferred choice for premium users.

In February 2025, DaVinci Tech unveiled the IQX, a sustainable cannabis vaporizer featuring biodegradable components and a modular battery system. With a focus on environmental responsibility, the company aims to address growing consumer demand for eco-friendly vaping solutions in the cannabis industry.

Product Types Covered:

Portable Vaporizers

Desktop Vaporizers

Pen-style Vaporizers

Material Types Covered:

Dry Herbs

Concentrates

Hybrid Materials

Heating Methods Covered:

Conduction

Convection

Induction

Power Sources Covered:

Battery-Powered

Plug-In

Distribution Channels Covered:

Online Stores

Dispensaries

Consumer Electronics Stores

Specialty Retailers

Other Distribution Channel

Applications Covered:

Medical Use

Recreational Use

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

## Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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