

Australia E-Cigarette Market, By Product Type (Disposable, Rechargeable, Modular), By Flavor (Tobacco, Non-Tobacco), By Sales Channel (Specialty Stores, Tobacconist, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/A081563A1023EN.html>

Date: May 2025

Pages: 81

Price: US\$ 3,500.00 (Single User License)

ID: A081563A1023EN

Abstracts

Market Overview

The Australia E-Cigarette Market was valued at USD 486.16 million in 2024 and is projected to reach USD 663.09 million by 2030, growing at a CAGR of 5.37% during the forecast period. The market is witnessing steady expansion, driven by increasing consumer demand for alternatives to traditional tobacco smoking. E-cigarettes are gaining popularity as both recreational products and tools for smoking cessation, particularly among younger adults and health-conscious users. Rechargeable devices and nicotine-free options are becoming more prevalent, supported by the convenience of online retail channels. However, recent regulatory reforms, including bans on disposable vapes and restrictions on sales through pharmacies, have introduced complexities that could impact growth momentum. While these changes aim to enhance public health and regulate access, they also pose challenges for manufacturers, retailers, and consumers adjusting to the evolving legal framework.

Key Market Drivers

Shift in Consumer Preferences Toward Smoking Alternatives

One of the primary forces driving the Australian e-cigarette market is the growing consumer movement away from traditional tobacco toward alternative nicotine delivery systems like e-cigarettes and vape devices. This trend is especially pronounced

among younger demographics and individuals aiming to quit smoking. According to the Australian Institute of Health and Welfare, daily usage of e-cigarettes rose from 0.5% in 2016 to 3.5% in 2022–2023, illustrating the growing interest in perceived safer alternatives. E-cigarettes attract users due to their flavor variety, customizable nicotine levels, and lower harm perception. Rising health awareness and the normalization of vaping through social media and cultural influences have further propelled this shift, reinforcing demand for products that align with modern lifestyle preferences.

Key Market Challenges

Regulatory Complexity and Enforcement Gaps

The Australian e-cigarette market is facing considerable challenges due to the rapidly evolving and complex regulatory landscape. Recent government initiatives, including a ban on disposable vape imports effective January 2024 and the transition to pharmacy-only sales by October 2024, have created uncertainty across the industry. While intended to curb youth access and ensure safety, the new policies have posed implementation challenges. Enforcement concerns, lack of clarity around therapeutic classifications, and reluctance among pharmacy chains to stock nicotine vapes are all contributing to market instability. These issues complicate access for consumers seeking to use e-cigarettes as cessation tools, thereby limiting the potential effectiveness of the regulatory reforms.

Key Market Trends

Growing Consumer Shift Toward Nicotine-Free and Low-Nicotine Products

An emerging trend in the Australian e-cigarette market is the rising preference for nicotine-free and low-nicotine products. As consumers become more health-conscious, many are opting for vaping solutions that mimic the experience of smoking without the addictive effects of nicotine. This shift is especially prevalent among younger adults and former smokers looking to taper off nicotine use. Historically, restrictive regulations requiring prescriptions for nicotine e-liquids have steered users toward non-nicotine alternatives. Although new policies will ease access through pharmacies without a prescription, the demand for low-nicotine and nicotine-free products is expected to remain strong. Manufacturers are responding by expanding their offerings to include a broader range of flavors and nicotine-free formats that appeal to evolving consumer preferences.

Key Market Players

Njoy Inc.

Philip Morris International Inc.

Japan Tobacco Inc.

Reynolds American Inc.

International Vapor Group (IVG)

British American Tobacco p.l.c.

Juul Labs Inc.

J Well France

Nicotek, LLC

Shenzhen Kanger Technology Co., Ltd.

Report Scope:

In this report, the Australia E-Cigarette Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Australia E-Cigarette Market, By Product Type:

Disposable

Rechargeable

Modular

Australia E-Cigarette Market, By Flavor:

Tobacco

Non-Tobacco

Australia E-Cigarette Market, By Sales Channel:

Specialty Stores

Tobacconist

Online

Others

Australia E-Cigarette Market, By Region:

Australia Capital Territory & New South Wales

Northern Territory & Southern Australia

Western Australia

Queensland

Victoria & Tasmania

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Australia E-Cigarette Market.

Available Customizations:

Australia E-Cigarette Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. AUSTRALIA E-CIGARETTE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Disposable, Rechargeable, Modular)

5.2.2. By Flavor (Tobacco, Non-Tobacco)

5.2.3. By Sales Channel (Specialty Stores, Tobacconist, Online, Others)

5.2.4. By Regional

5.2.5. By Company (2024)

5.3. Market Map

6. AUSTRALIA DISPOSABLE E-CIGARETTES MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Flavor

6.2.2. By Sales Channel

7. AUSTRALIA RECHARGEABLE E-CIGARETTES MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Flavor

7.2.2. By Sales Channel

8. AUSTRALIA MODULAR E-CIGARETTES MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Flavor

8.2.2. By Sales Channel

9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Merger & Acquisition (If Any)
- 10.2. Product Launches (If Any)
- 10.3. Recent Developments

11. AUSTRALIA ECONOMIC PROFILE

12. COMPETITIVE LANDSCAPE

12.1. Company Profiles

12.1.1. Njoy Inc.

- 12.1.1.1. Business Overview

- 12.1.1.2. Company Snapshot

- 12.1.1.3. Products & Services

- 12.1.1.4. Financials (As Per Availability)

- 12.1.1.5. Key Market Focus & Geographical Presence

- 12.1.1.6. Recent Developments

- 12.1.1.7. Key Management Personnel

12.1.2. Philip Morris International Inc.

12.1.3. Japan Tobacco Inc.

12.1.4. Reynolds American Inc.

12.1.5. International Vapor Group (IVG)

12.1.6. British American Tobacco p.l.c.

12.1.7. Juul Labs Inc.

12.1.8. J Well France

12.1.9. Nicotek, LLC

12.1.10. Shenzhen Kanger Technology Co., Ltd.

13. STRATEGIC RECOMMENDATIONS

14. ABOUT US & DISCLAIMER

I would like to order

Product name: Australia E-Cigarette Market, By Product Type (Disposable, Rechargeable, Modular), By Flavor (Tobacco, Non-Tobacco), By Sales Channel (Specialty Stores, Tobacconist, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/A081563A1023EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A081563A1023EN.html>