

Asia Pacific E-Cigarette Market Size and Forecast (2021 - 2031)

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Abstracts

The Asia Pacific E-Cigarette Market is projected to grow significantly, reaching an estimated US\$ 12,388.7 million by 2031, up from US\$ 5,499.1 million in 2024. This growth represents a compound annual growth rate (CAGR) of 12.4% from 2025 to 2031, indicating a robust trend towards e-cigarette adoption in the region.

Executive Summary and Market Analysis

The Asia Pacific region is witnessing a notable shift towards e-cigarettes, driven by a decline in traditional tobacco use and a growing awareness of the health risks associated with smoking. This trend is particularly evident in countries like Indonesia, where e-cigarette adoption is on the rise. Key factors contributing to this growth include the introduction of innovative products, such as refillable cartridges and a diverse range of flavors, alongside the rapid expansion of online retail channels.

In Australia, the regulatory landscape for e-cigarettes is stringent, reflecting significant public health concerns. The sale, possession, and use of nicotine-containing e-cigarettes are heavily regulated, often requiring a valid prescription. Recent statistics indicate that approximately 19.8% of Australians aged 14 and older reported having used e-cigarettes at some point, with usage peaking at 48.8% among young adults aged 18-24. This trend highlights a significant increase in e-cigarette use among both smokers and non-smokers across various age groups, except for the oldest demographic, from 2019 to 2022-2023.

In China, the regulatory framework surrounding e-cigarettes is also evolving. The Tobacco Control Law restricts e-cigarette sales on digital platforms, mandating transactions through a centralized national management platform overseen by the State

Council's tobacco monopoly authority. As of October 1, 2022, the Electronic Cigarette Management Measures came into effect, prohibiting the sale of flavored e-cigarettes and allowing only tobacco-flavored products to be legally sold. Additionally, the Circular No. 1 of 2019 bans online sales of e-cigarettes, with enforcement agencies actively implementing these regulations.

Strategic Insights

Market Segmentation Analysis

The Asia Pacific E-Cigarette Market can be segmented by product type, category type, and distribution channel:

By Product Type: The market is divided into Modular, Rechargeable, and Disposable e-cigarettes, with Rechargeable e-cigarettes holding the largest market share in 2024.

By Category Type: The market is categorized into Tobacco and Non-Tobacco products, with Tobacco products dominating the market in 2024.

By Distribution Channel: The market is segmented into Online and Offline channels, with Offline sales accounting for the largest share in 2024. Within Offline distribution, Specialty E-Cig Shops, Supermarkets, and Hypermarkets are the primary channels, with Specialty E-Cig Shops leading the market.

Market Outlook

The appeal of e-cigarettes among today's youth is growing, driven by their modern designs, extensive flavor options, and social acceptance. E-cigarettes are perceived as more stylish and sophisticated compared to traditional cigarettes, featuring sleek, compact designs that facilitate discreet use. The availability of a wide variety of flavors, including fruit, candy, mint, and dessert, enhances their attractiveness and encourages experimentation among users.

According to the World Health Organization (WHO), e-cigarettes are increasingly popular among children and young adults, with usage rates in many countries surpassing those of adults. This trend is fueled by aggressive marketing strategies on social media and through influencers, alongside a vast array of appealing flavors and

eye-catching product designs. Even minimal exposure to e-cigarette content online has been linked to increased intentions to use these products and more favorable attitudes towards them. The combination of these marketing tactics and regulatory gaps has led to a rapid rise in youth adoption, making young people a crucial demographic influencing the growth of the global e-cigarette market. The ongoing impact of attractive designs, flavor diversity, peer influence, and digital marketing on youth preferences is expected to remain a significant driver of market expansion.

Country Insights

The Asia Pacific E-Cigarette Market is further segmented by country, including China, Japan, South Korea, Australia, and the Rest of APAC, with China holding the largest market share in 2024. Despite being the birthplace of e-cigarettes and the world's leading producer, domestic awareness and usage in China are lower than in Europe and America. However, rising health concerns, particularly among youth, are prompting regulatory measures. E-cigarette emissions contain nicotine, which poses risks to adolescent brain development and can lead to learning and anxiety disorders. In response, China has enacted regulations to protect young people, including a 2021 directive banning e-cigarette sales to minors and aligning e-cigarette regulations with those for traditional tobacco products.

The Electronic Cigarette Management Measures, implemented in October 2022, banned flavored e-cigarettes (except for tobacco flavor) and prohibited devices that can independently generate aerosols. However, enforcement of these regulations remains inconsistent, and public understanding of the dangers of e-cigarettes, especially among adolescents, is still lacking. To address these issues, there is a pressing need for stronger policy advocacy, enhanced public education, and targeted interventions in schools and vocational training programs. Ensuring strict enforcement of bans on flavored e-cigarettes and sales to minors is crucial to protect youth from the escalating risks associated with e-cigarette use.

Company Profiles

Key players in the Asia Pacific E-Cigarette Market include British American Tobacco Plc, Imperial Brands Plc, Philip Morris International Inc, JT International SA, NJOY, LLC, SAS J WELL FRANCE, KIWI (Vapour Italia S.r.l.), ELFBAR, Dinner Lady Fam Ltd., LEM (INIMEX Srl), LIK BAR (SIGEL Srl), COOLPLAY, ELUX (Dongguan Topson Electronic Technology Co., Ltd), ALD Group Limited, Eleaf, and RELX. These companies are employing various strategies, including expansion, product innovation,

and mergers and acquisitions, to enhance their market presence and offer innovative products to consumers.

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