

Global E-Cigarette Market: By Product Type, By Category, By Composition, By Distribution Channel, By Region Size & Forecast with Impact Analysis of COVID-19 and Forecast up to 2027

August 2022



# Global E-Cigarette Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact of COVID

Dynamics

Competitive Landscape

Company Profiling

# Global E-Cigarette Market: Coverage

## Scope of the Report

Attributes	Details
Title	Global E-Cigarette Market: By Product Type, By Category, By Composition, By Distribution Channel, By Region Size & Forecast with Impact Analysis of COVID-19 and Forecast up to 2027
Coverage	Global and Regional
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2027
Competition in the Market	Concentrated
Key Players	Imperial Brands PLC, British American Tobacco PLC, Altria Group Inc., Japan Tobacco Inc., Turning Point Brands Inc., J WELL France, NicQuid, NJOY Inc. and Shenzhen IVPS Technology CO. Limited

# Global E-Cigarette Market: Coverage

## Executive Summary

E-Cigarette is a cigarette, cigar, or pen-shaped device that does not contain tobacco. E-Cigarette is powered by a battery and contains a solution of nicotine, flavorings, and other chemicals, some of which are potentially hazardous. The global e-cigarette market in 2021 was valued at US\$20.40 billion. The market is expected to reach US\$54.10 billion by 2027, growing at a CAGR of 17.65%, during the forecast period of 2022-2027.

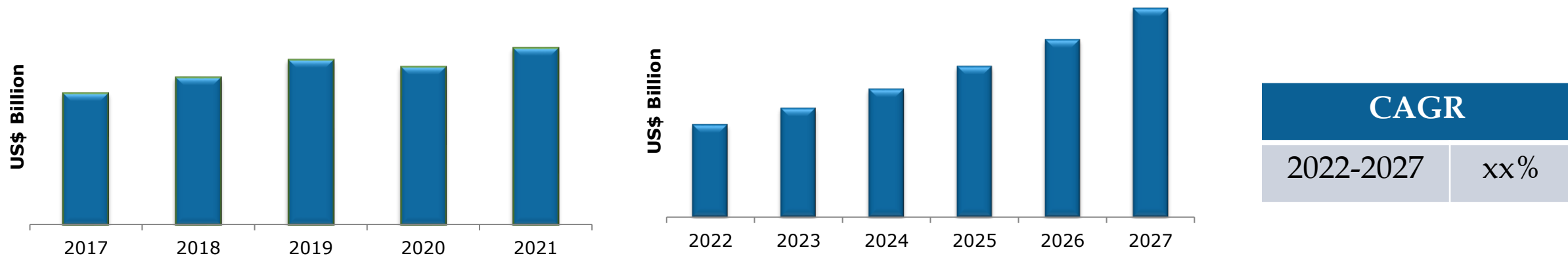
The global e-cigarette market can be segmented based on Product Type (Modular, Rechargeable, and Disposable); Category (Heat not Burn (HNB) and Vape); Composition (Nicotine and Non-Nicotine); Distribution Channel (Tobacconist, Vape Shops, Online, and Others). Among the product type segments, Modular e-cigarette is leading the market by occupying more than half of the market in 2021. Wide adoption of modular devices by users as these devices have larger batteries and hold more e-liquid, rising awareness campaigns about health risks along with prohibitive taxation to curb tobacco use, increasing technological advancements and new product innovations would support the e-cigarette product market growth. North America is leading the global e-cigarette market by occupying 42% share of the market.

Due to the COVID-19 pandemic, the global e-cigarette market witnessed a sharp decline. The pandemic forced people to pay attention to their health and quit habits like smoking in order to tackle this situation. Thus, it impeded the demand for e-cigarettes throughout the pandemic period. Further, retail stores and outlets also stopped offering their products in order to abide by the government rules, which hampered the growth of the e-cigarette market. On the contrary, the ease of lockdown restrictions has increased the sales of e-cigarettes like before.

The global e-cigarette market has increased in 2021. The projections are made that the market would rise in the next five years i.e. 2022-2027 tremendously. The market is expected to increase due to changing consumer perception towards combustible cigarettes, growing popularity of e-cigarettes, upsurge in working population, shift towards next generation products, etc. Yet the market faces some challenges such as surging concerns over side effects of e-cigarettes and vapor products, stringent regulations, etc. Moreover, the market growth would succeed to various market trends like upswing in gen z income , increasing influence of social media, etc.

# E-Cigarette Market: Global Analysis

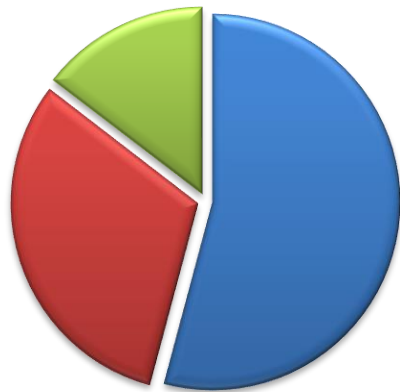
## Global E-Cigarette Market by Value



The global e-cigarette market valued at US\$... billion in 2021, increased as compared to US\$... billion in 2020. Global e-cigarette market is anticipated to reach up to US\$... billion by 2027, at a CAGR of ....%, from US\$... billion in 2022.

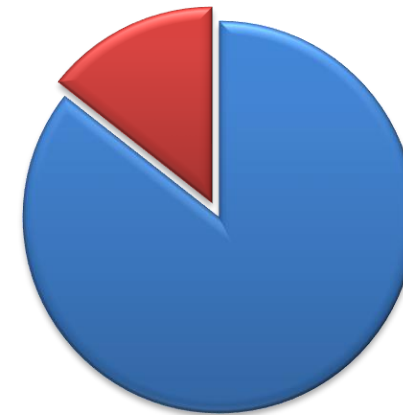
# E-Cigarette Market: Global Analysis

Global E-Cigarette Market by Product Type; 2021



Product Type	Share
Modular	xx%
Rechargeable	xx%
Disposable	xx%

Global E-Cigarette Market by Category; 2021



Category	Share
Heat not Burn (HNB)	xx%
Vape	xx%

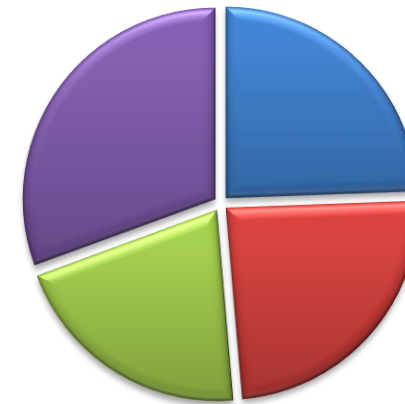
# E-Cigarette Market: Global Analysis

Global E-Cigarette Market by Composition; 2021



Composition	Share
Nicotine	xx%
Non-Nicotine	xx%

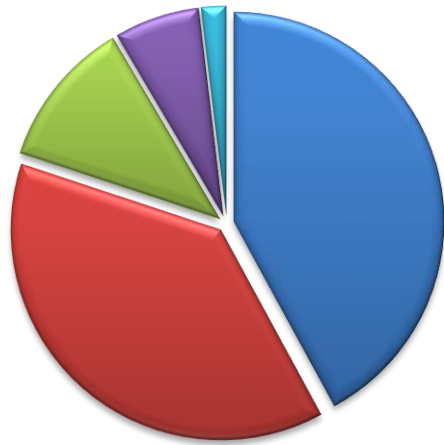
Global E-Cigarette Market by Distribution Channel; 2021



Distribution Channel	Share
Tobacconist	xx%
Vape Shops	xx%
Online	xx%
Others	xx%

# E-Cigarette Market: Global Analysis

Global E-Cigarette Market by Region; 2021

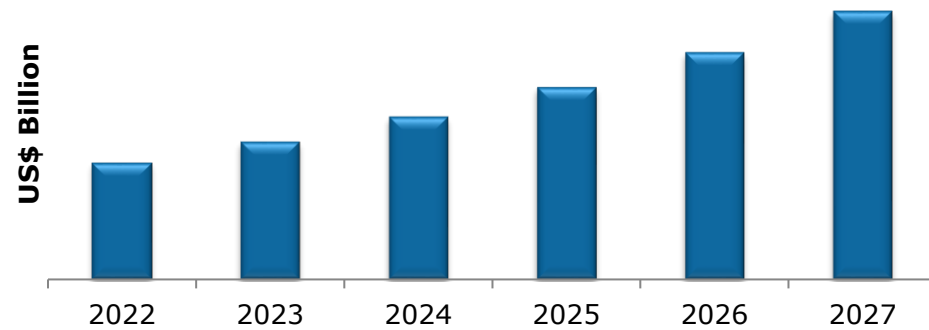


Region	Share
North America	xx%
Europe	xx%
Asia Pacific	xx%
Middle East and Africa	xx%
Latin America	xx%

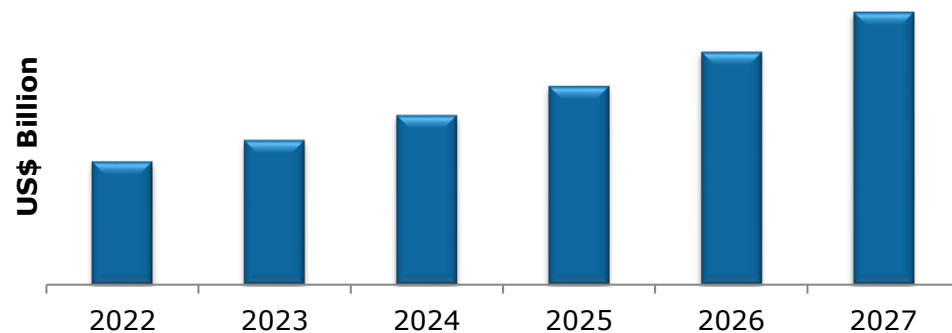


# Global E-Cigarette Market: Product Type Analysis

## Global Modular E-Cigarette Market by Value



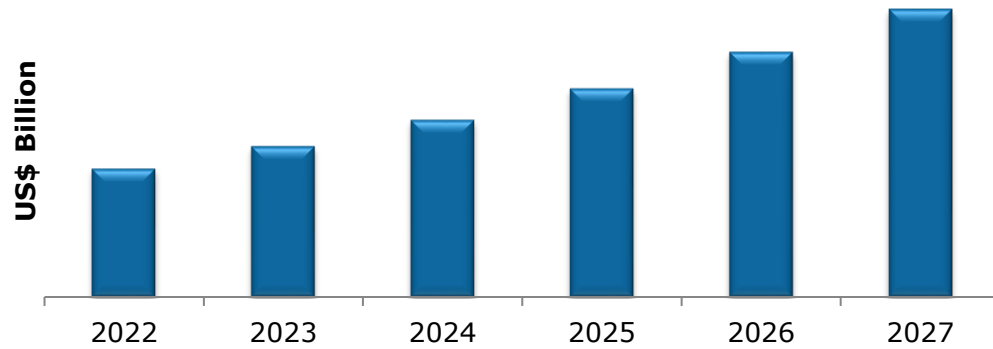
## Global Rechargeable E-Cigarette Market by Value



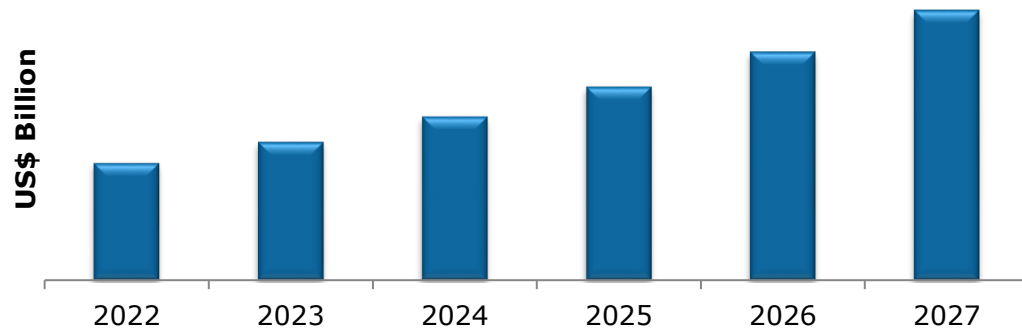
Product Type	CAGR
	(2022-2027)
Modular	xx%
Rechargeable	xx%
Disposable	xx%

# Global E-Cigarette Market: Category Analysis

## Global Heat not Burn (HNB) E-Cigarette Market by Value



## Global Vape E-Cigarette Market by Value



Category	CAGR
	(2022-2027)
Heat not Burn (HNB)	xx%
Vape	xx%

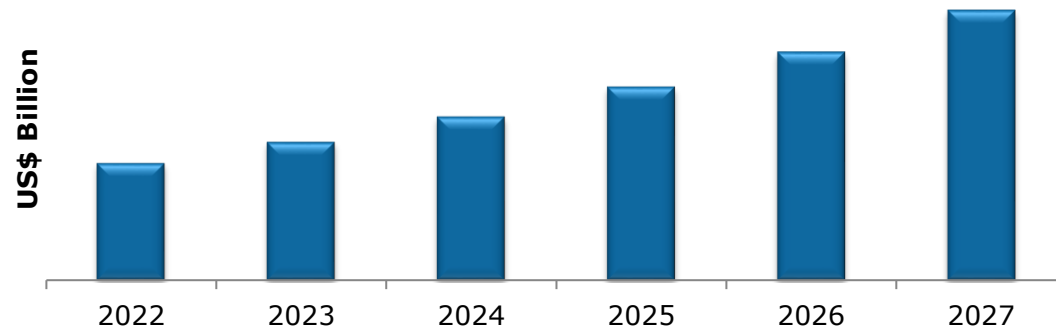
# Global E-Cigarette Market: Vape Segment Analysis

## Global Vape E-Cigarette Market by Segment



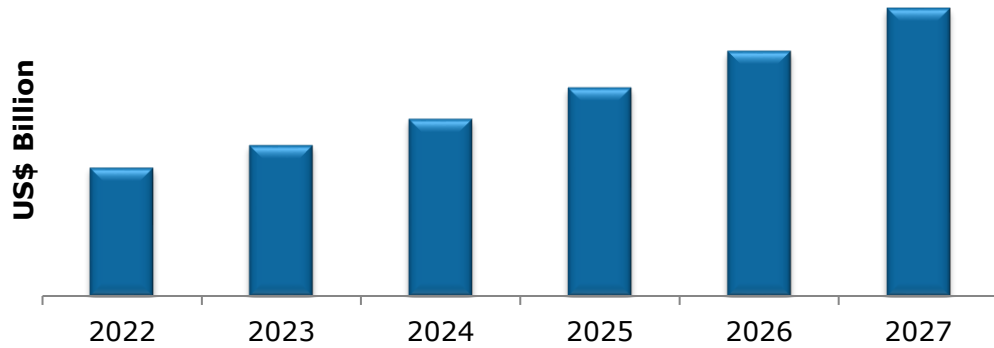
Segments	CAGR
	(2022-2027)
Closed Vape System	xx%
Open Vape System	xx%

## Global Closed Vape System E-Cigarette Market by Value

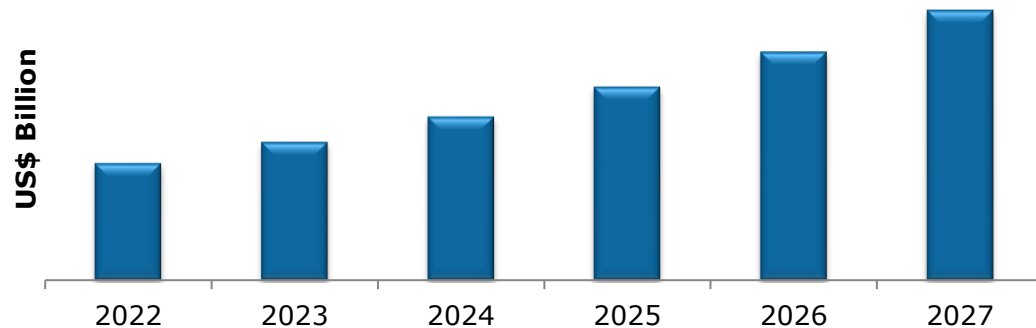


# Global E-Cigarette Market: Composition Analysis

## Global Nicotine E-Cigarette Market by Value



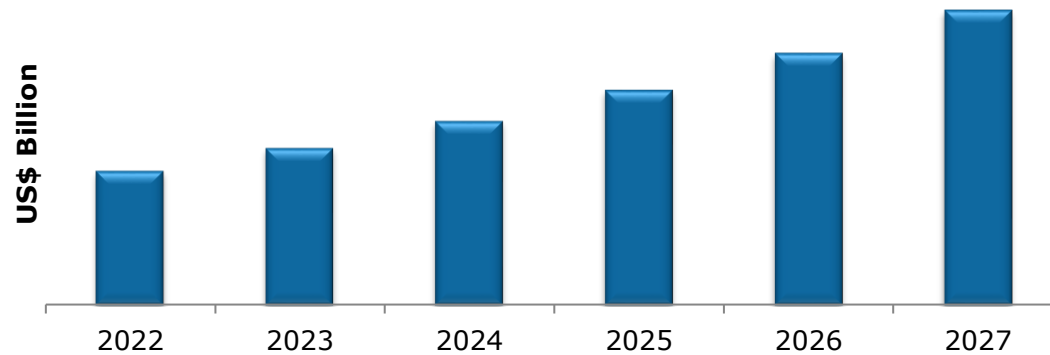
## Global Non-Nicotine E-Cigarette Market by Value



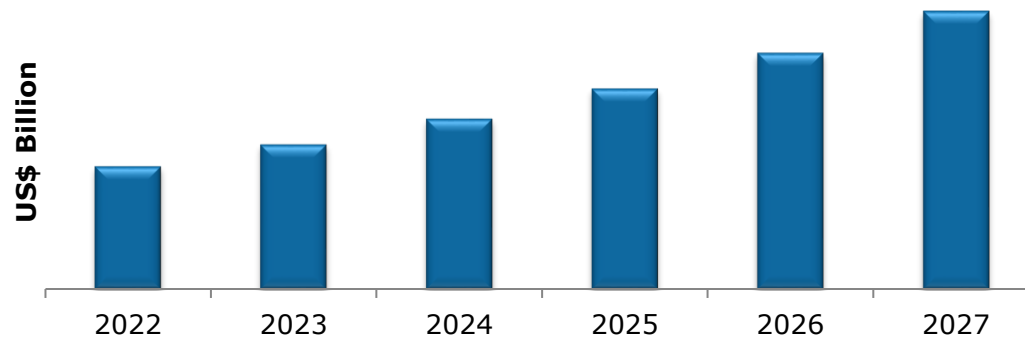
Composition	CAGR
	(2022-2027)
Nicotine	xx%
Non-Nicotine	xx%

# Global E-Cigarette Market: Distribution Channel Analysis

## Global Tobacconist E-Cigarette Market by Value



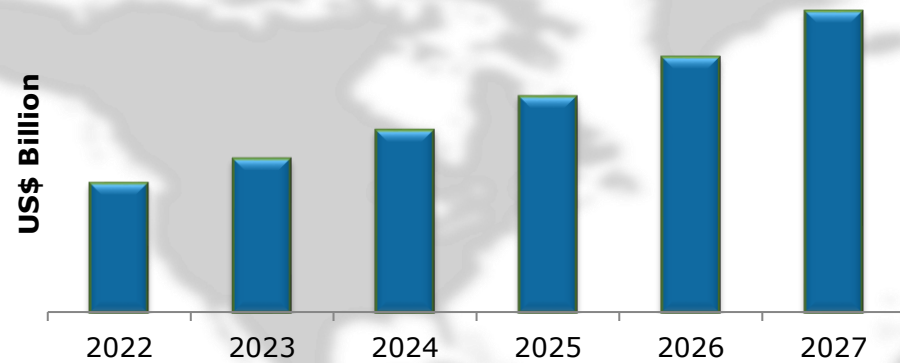
## Global Vape Shops E-Cigarette Market by Value



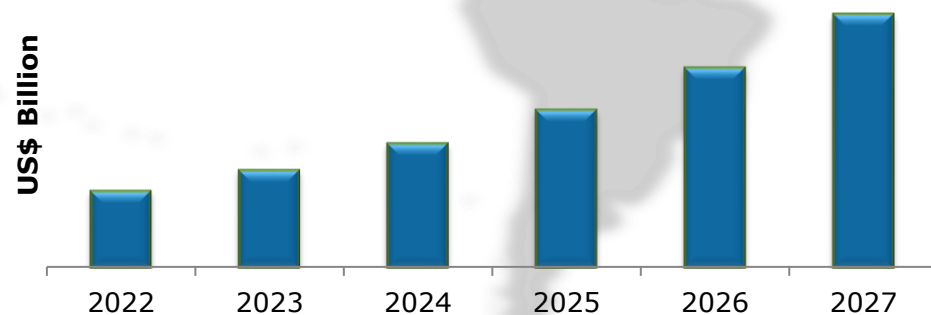
Distribution Channel	CAGR
	(2022-2027)
Tobacconist	xx%
Vape Shops	xx%
Online	xx%
Others	xx%

# E-Cigarette Market: Regional Analysis

## North America E-Cigarette Market by Value



## Asia Pacific E-Cigarette Market by Value



Regions	CAGR
	(2022-2027)
North America	xx%
Europe	xx%
Asia Pacific	xx%
Latin America	xx%
Middle East and Africa	xx%

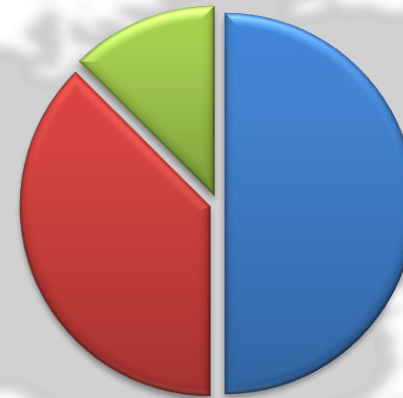
# North America E-Cigarette Market: Analysis

## North America E-Cigarette Market by Region; 2021



Region	Share	CAGR (2022-2027)
The US	xx%	xx%
Mexico	xx%	xx%

## The US E-Cigarette Market by Product Type



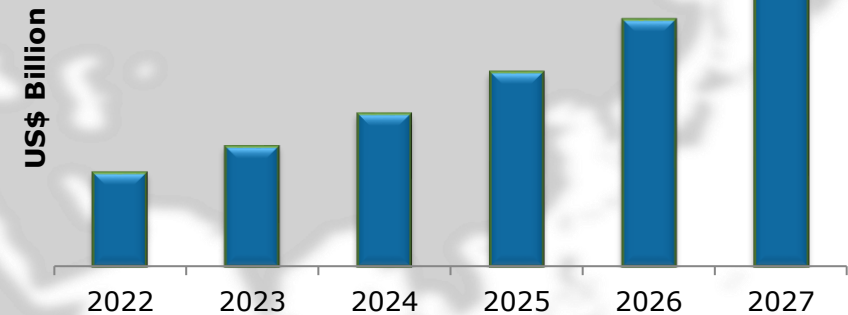
Product Type	Share	CAGR (2022-2027)
Modular	xx%	xx%
Rechargeable	xx%	xx%
Disposable	xx%	xx%

# Asia Pacific E-Cigarette Market: Analysis

## Asia Pacific E-Cigarette Market by Region; 2021



## China E-Cigarette Market by Value



Region	Share	CAGR
		(2022-2027)
China	xx%	xx%
South Korea	xx%	xx%
Rest of Asia Pacific	xx%	xx%

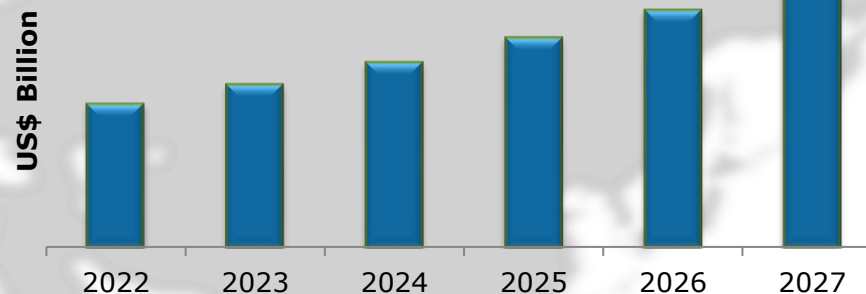


# Europe E-Cigarette Market: Analysis

## Europe E-Cigarette Market by Region; 2021

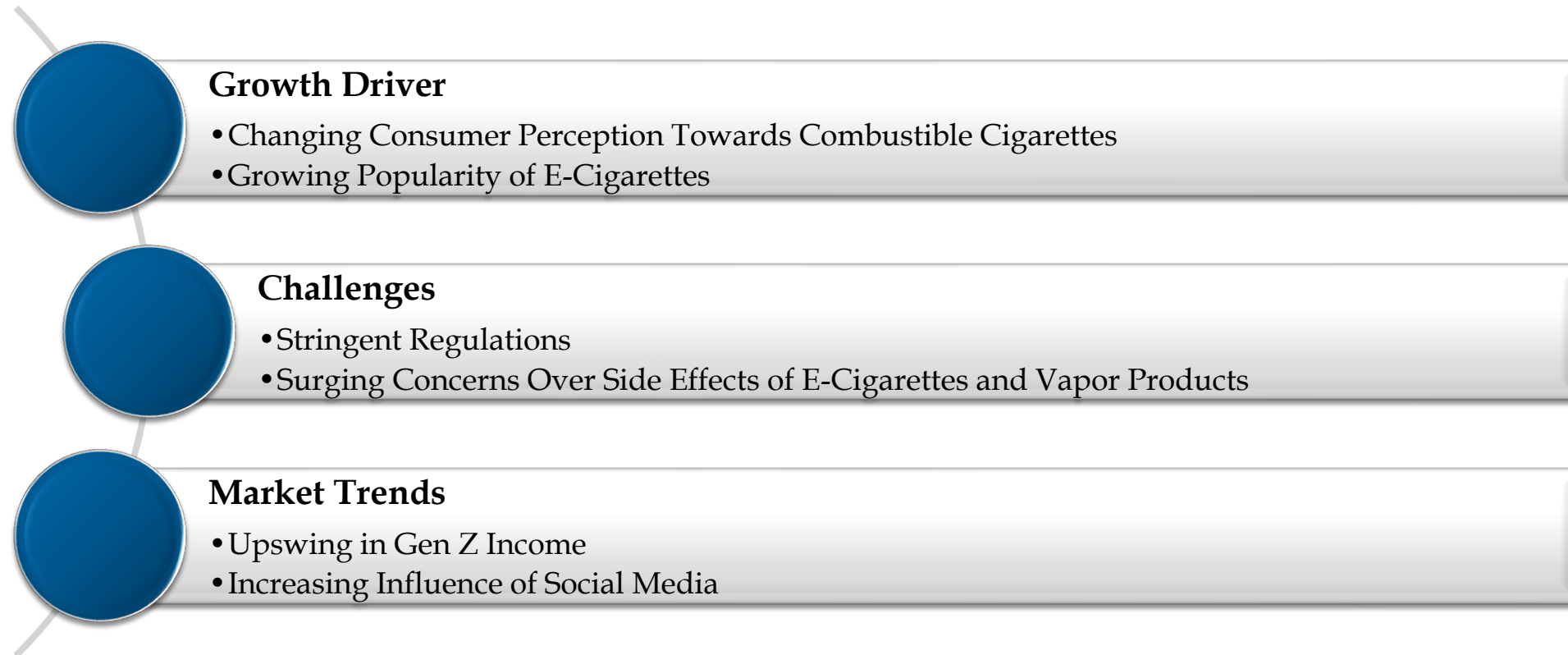


## Germany E-Cigarette Market by Value



Region	Share	CAGR (2022-2027)
Germany	xx%	xx%
UK	xx%	xx%
France	xx%	xx%
Italy	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

# Global E-Cigarette Market: Dynamics



# Global E-Cigarette Market: Competitive Landscape

## Players Profiled

- Imperial Brands PLC,
- British American Tobacco PLC,
- Altria Group Inc.,
- Japan Tobacco Inc.,
- Turning Point Brands Inc.,
- J WELL France
- NicQuid,
- NJOY Inc. and
- Shenzhen IVPS Technology CO. Limited

Global HNB Market Share by Key Players (Brands); 2021

