

United States E-Cigarettes Market Report and Forecast 2024-2032

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Report description:

United States E-Cigarettes Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States e-cigarettes market reached a value of USD 13.67 billion in 2023. Aided by the technological advancements, shifting consumer behaviours, and evolving regulatory landscapes, the market is projected to further grow at a CAGR of 10.1% between 2024 and 2032 to reach a value of USD 33.90 billion by 2032. E-cigarettes, or electronic cigarettes, offer a digital alternative to traditional smoking, utilising a battery-powered device to heat a liquid into an aerosol, which users inhale. This liquid typically contains nicotine, flavourings, and various other chemicals. The appeal of e-cigarettes lies in their perceived lower health risks compared to conventional cigarettes, the variety of flavours, and the adaptability of nicotine levels to aid in smoking cessation efforts.

The United States e-cigarettes market growth is multifaceted, fuelled by the increasing awareness of the health implications associated with traditional tobacco smoking and the desire for smoking cessation tools. The market has seen a notable shift toward health-conscious living, with e-cigarettes positioned as a less harmful alternative for smokers looking to quit or reduce their tobacco consumption.

Moreover, the innovation in product design, such as sleek, discreet devices, and the introduction of a wide range of flavour options, has broadened the appeal of e-cigarettes, attracting a diverse consumer base, including younger adults. The role of social media and influencer marketing has also been significant in promoting the lifestyle aspect of vaping, further stimulating the United States e-cigarettes market demand.

The rise in popularity of pod-based systems, which offer convenience and portability, has been a notable trend, alongside the increasing consumer preference for refillable and customisable devices that cater to individual vaping needs.

Looking ahead, the United States e-cigarettes market demand is poised for continued evolution, with technological innovation at the forefront. Advances in device technology, safety features, and e-liquid formulations are expected to enhance the user experience and address health concerns. The market is also likely to see a greater emphasis on responsible marketing practices and product standards to ensure consumer safety and compliance with regulatory requirements.

Market Segmentation

The market can be divided based on product type, distribution channel, and region.

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Market Breakup by Product Type

- Disposable
- Rechargeable
- Modular

Market Breakup by Distribution Channel

- Online
- Offline

Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States e-cigarettes market. Some of the major players explored in the report by Expert Market Research are as follows:

- British American Tobacco PLC
- UUL Labs, Inc.
- NJOY, LLC
- JT International SA
- Philip Morris Products S.A.
- Pop Vapor
- Nicopure Labs, LLC (Halocigs)
- Lost Mary
- Logic Technology Development LLC
- E-Alternative Solutions, LLC
- Others

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