

North America E-Cigarette Market Report by Product (Modular E-Cigarette, Rechargeable E-Cigarette, Next-Generation E-Cigarette, Disposable E-Cigarette), Flavor (Tobacco, Botanical, Fruit, Sweet, Beverage, and Others), Battery Mode (Automatic E-Cigarette, Manual E-Cigarette), Distribution Channel (Specialist E-Cig Shops, Online Stores, Supermarkets and Hypermarkets, Tobacconist, and Others), and Country 2024-2032

Market Report | 2024-07-01 | 121 pages | IMARC Group

AVAILABLE LICENSES:

- Electronic (PDF) Single User \$3699.00
- Five User Licence \$4699.00
- Enterprisewide License \$5699.00

Report description:

The North America e-cigarette market size reached US\$ 13.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 53.4 Billion by 2032, exhibiting a growth rate (CAGR) of 16% during 2024-2032.

E-cigarettes, also known as vape pens and e-vaping devices, are battery-operated electronic devices that simulate the experience of smoking cigarettes. They deliver dosages of vaporized nicotine or flavored solutions for being inhaled by the user. Most of these cigarettes consist of a heating element (atomizer); a mouthpiece that is used for inhaling; and a reservoir which helps in holding the liquid solution. As e-cigarettes do not burn tobacco that generates tar and carbon monoxide, they are considered relatively safer than conventional cigarettes. In recent years, they have gained immense traction, especially among young adults and adolescents, owing to the aggressive promotions by manufacturers worldwide.

North America e-cigarette market is currently driven by several factors. The increasing awareness among individuals about the harmful effects of conventional cigarettes and their growing willingness to quit smoking tobacco products are catalyzing the demand for e-cigarettes in the region. Moreover, manufacturers are introducing new-generation products that offer different

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

strengths of nicotine and enable users to refill the cartridge. In addition to this, the availability of different flavored e-cigarette variants including mint, menthol, chocolate, bubble gum and fusions of other fruits and flavorings are attracting a large number of consumers. Apart from this, the easy availability of e-cigarettes across the well-distributed retail sector has further escalated the market growth in the region.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the North America e-cigarette market report, along with forecasts at the regional and country levels from 2024-2032. Our report has categorized the market based on product, flavor, battery mode and distribution channel.

Key Regions Analysed

United States

Canada

Analysis for Each Country

Market by Product

Modular E-Cigarette

Rechargeable E-Cigarette

Next-Generation E-Cigarette

Disposable E-Cigarette

Market by Flavor

Tobacco

Botanical

Fruit

Sweet

Beverage

Others

Market by Battery Mode

Automatic E-Cigarette

Manual E-Cigarette

Market by Distribution Channel

Specialist E-Cig Shops

Online Stores

Supermarkets and Hypermarkets

Tobacconist

Others

Value Chain Analysis

Key Drivers and Challenges

Porters Five Forces Analysis

Competitive Landscape

Competitive Structure

Key Player Profiles

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Key Questions Answered in This Report:

How has the North America e-cigarette market performed so far and how will it perform in the coming years?
What are the key regions in the North America e-cigarette market?
What has been the impact of COVID-19 on the North America e-cigarette market?
What is the breakup of the North America e-cigarette market on the basis of product?
What is the breakup of the North America e-cigarette market on the basis of flavor?
What is the breakup of the North America e-cigarette market on the basis of battery mode?
What is the breakup of the North America e-cigarette market on the basis of distribution channel?
What are the various stages in the value chain of the North America e-cigarette industry?
What are the key driving factors and challenges in the North America e-cigarette industry?
What is the structure of the North America e-cigarette industry and who are the key players?
What is the degree of competition in the North America e-cigarette industry?
What are the profit margins in the North America e-cigarette industry?

Table of Contents:

- 1 Preface
- 2 Scope and Methodology
 - 2.1 Objectives of the Study
 - 2.2 Stakeholders
 - 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
 - 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
 - 2.5 Forecasting Methodology
- 3 Executive Summary
- 4 Introduction
 - 4.1 Overview
 - 4.2 Key Industry Trends
- 5 Global E-Cigarette Market
 - 5.1 Market Performance
 - 5.2 Market Breakup by Product
 - 5.3 Market Breakup by Flavor
 - 5.4 Market Breakup by Battery Mode
 - 5.5 Market Breakup by Distribution Channel
 - 5.6 Market Breakup by Region
 - 5.7 Market Forecast
- 6 North America E-Cigarette Market
 - 6.1 Market Performance
 - 6.2 Impact of COVID-19
 - 6.3 Market Forecast
- 7 North America E-Cigarette Market: Breakup by Product
 - 7.1 Modular E-Cigarette
 - 7.2 Rechargeable E-Cigarette
 - 7.3 Next-Generation E-Cigarette

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.4 Disposable E-Cigarette
- 8 North America E-Cigarette Market: Breakup by Flavor
 - 8.1 Tobacco
 - 8.2 Botanical
 - 8.3 Fruit
 - 8.4 Sweet
 - 8.5 Beverage
 - 8.6 Others
- 9 North America E-Cigarette Market: Breakup by Battery Mode
 - 9.1 Automatic E-Cigarette
 - 9.2 Manual E-Cigarette
- 10 North America E-Cigarette Market: Breakup by Distribution Channel
 - 10.1 Specialist E-Cig Shops
 - 10.2 Online Stores
 - 10.3 Supermarkets and Hypermarkets
 - 10.4 Tobacconist
 - 10.5 Others
- 11 North America E-Cigarette Market: Breakup by Country
 - 11.1 United States
 - 11.1.1 Historical Market Trends
 - 11.1.2 Market Breakup by Product
 - 11.1.3 Market Breakup by Flavor
 - 11.1.4 Market Breakup by Battery Mode
 - 11.1.5 Market Breakup by Distribution Channel
 - 11.1.6 Market Forecast
 - 11.2 Canada
 - 11.2.1 Historical Market Trends
 - 11.2.2 Market Breakup by Product
 - 11.2.3 Market Breakup by Flavor
 - 11.2.4 Market Breakup by Battery Mode
 - 11.2.5 Market Breakup by Distribution Channel
 - 11.2.6 Market Forecast
- 12 SWOT Analysis
 - 12.1 Overview
 - 12.2 Strengths
 - 12.3 Weaknesses
 - 12.4 Opportunities
 - 12.5 Threats
- 13 Value Chain Analysis
- 14 Porter's Five Forces Analysis
 - 14.1 Overview
 - 14.2 Bargaining Power of Buyers
 - 14.3 Bargaining Power of Suppliers
 - 14.4 Degree of Rivalry
 - 14.5 Threat of New Entrants
 - 14.6 Threat of Substitutes
- 15 Price Analysis

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 16 Competitive Landscape
- 16.1 Market Structure
- 16.2 Key Players
- 16.3 Profiles of Key Players

North America E-Cigarette Market Report by Product (Modular E-Cigarette, Rechargeable E-Cigarette, Next-Generation E-Cigarette, Disposable E-Cigarette), Flavor (Tobacco, Botanical, Fruit, Sweet, Beverage, and Others), Battery Mode (Automatic E-Cigarette, Manual E-Cigarette), Distribution Channel (Specialist E-Cig Shops, Online Stores, Supermarkets and Hypermarkets, Tobacconist, and Others), and Country 2024-2032

Market Report | 2024-07-01 | 121 pages | IMARC Group

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Electronic (PDF) Single User	\$3699.00
	Five User Licence	\$4699.00
	Enterprisewide License	\$5699.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>