

# Vaping Statistics 2024: Key Insights and Trends

## Research Summary

The vaping industry in the United States has experienced notable growth in recent years, with revenues rising from \$5.99 billion in 2019 to \$8.27 billion by 2023. This growth is mainly related to shifting consumer preferences, particularly among youth, and the wide variety of appealing vaping flavors. However, the industry is also shaped by ongoing challenges, such as tightening regulations and increasing health concerns. These statistics by ProVape highlight the current state of the US vaping market, including revenue trends, popular brands, demographics, and flavor preferences.

## Key Statistics

- The US vaping industry's revenue increased from \$5.99 billion in 2019 to \$8.27 billion in 2023, forecasted to rise to \$8.83 billion in 2024 and \$11.72 billion by 2029.
- The US vaping market grew 11.84% from 2020 to 2021, slowed to 10.35% in 2022, and is projected to continue positive growth through 2029, with the lowest growth rate at 5.22% in 2029.
- As of 2023, Vuse leads with a 38.5% US vaping market share and \$2.124 billion in sales, followed by Juul with a 27.9% market share.
- The US vaping market's Average Revenue Per Unit (ARPU) grew 11.2% from 2020 to 2021, reaching \$23.29.
- As of 2023, about 10% of US high school students used vapes in the last 30 days, making it the most popular tobacco product among them.
- In 2023, 63.4% of US teenagers preferred fruit-flavored disposable e-cigarettes, followed by 35% preferring candy/dessert flavors.
- More than 1 in 4 youth vape users (26.3%) in the US reported using a vaping product daily in 2024.
- Disposable e-cigarette sales increased from 24.7% in 2020 to 51.8% by 2022, while prefilled cartridge sales declined from 75.2% to 48%.
- As of 2022, Tennessee has the highest vaping use among all states, with 5.7% of adults vaping daily.
- In 2024, 56% of Millennials and 32% of Generation Z in the US used vaporizers or vape pens, while Baby Boomers showed minimal usage at only 2-3%.

- In 2021, 68% of US young people reported seeing e-cigarette ads in retail stores, with 41% encountering them online.

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## The US Vaping Industry Revenue

### What is the Revenue of the Vaping Industry in the US

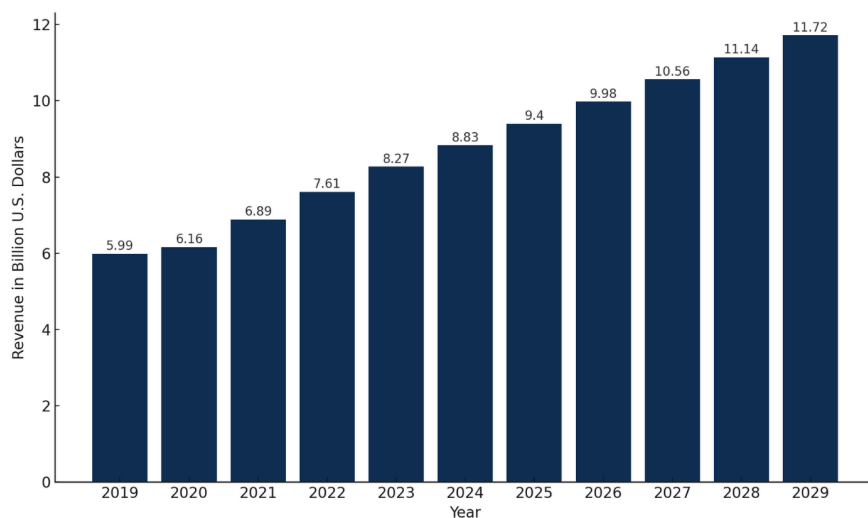
- The US vaping industry experienced steady growth, increasing from **\$5.99 billion** in 2019 to **\$8.27 billion** in 2023. ([source](#))

This shows a significant rise in revenue despite some dips, such as in 2020 and 2021, likely impacted by external factors like the pandemic or regulatory changes.

- In **2024**, the revenue of the US vaping industry was expected to reach **\$8.83 billion**, continuing the upward trend. ([source](#))
- By **2029**, the US vaping market revenue is forecasted to hit **\$11.72 billion**. ([source](#))

This indicates a strong future for the vaping market in the U.S., with increasing consumer adoption and potential market expansion.

**Revenue of the vaping industry from 2019 to 2029 in the US**



## The Revenue Growth in the US Vaping Market

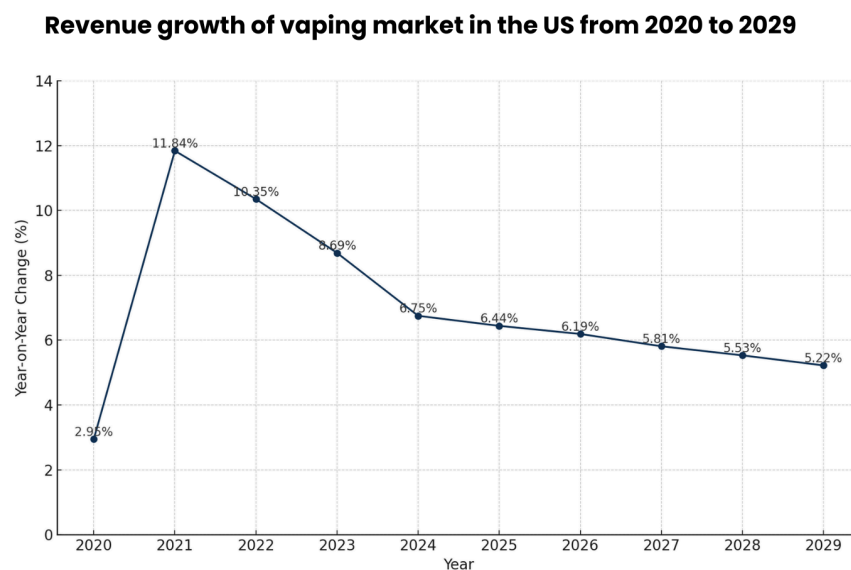
- During **2020-2021**, the us vaping market saw substantial growth of 11.84%. ([source](#))

This increase suggests that there may have been a key market driver during this period, such as increased adoption of vapes, new product launches, or consumer demand following the effects of the COVID-19 pandemic.

- The US vaping market's growth slowed to **10.35%** in 2022 and continued to decline, reaching **6.75%** in 2024. ([source](#))

This slowing growth is driven by market saturation, as most potential users have already adopted vaping, reducing new customer inflow. Additionally, regulatory restrictions like flavor bans and rising health concerns have further curbed market expansion.

- Despite the declining growth rates, the US vaping market is forecasted to remain in **positive growth territory** through 2029, with the lowest projected growth rate at **5.22%** in 2029. ([source](#))

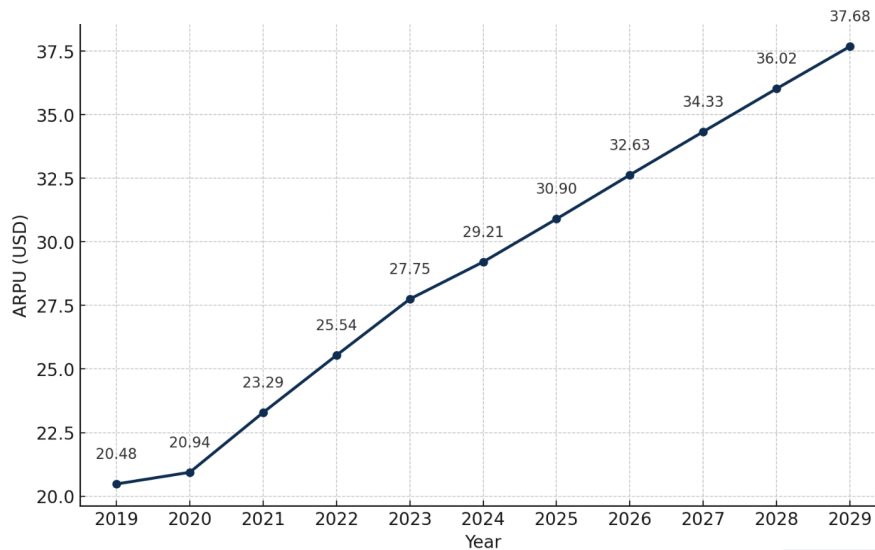


## The Average Revenue Per Unit in the Vaping Segment in the US

- The average revenue per unit (ARPU) in the US vaping market is growing at about 6.3% per year. ([source](#))
- From 2020 to 2021, the ARPU in the US vaping market significantly increased to USD 23.29, at nearly 11.2%. ([source](#))

- The ARPU in the vaping segment in the US experienced steady growth from 2021 to 2024, with an average growth rate of 7.82%. ([source](#))
- The ARPU in the US vaping market is projected to reach USD 37.68 by 2029, with a 29% growth rate from 2024 to 2029. ([source](#))

**Average revenue per unit of vaping segment in the US 2019 - 2029**

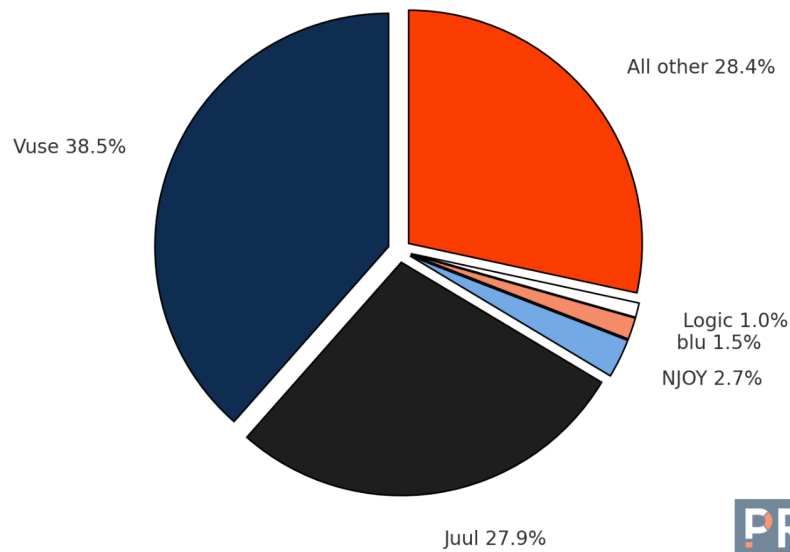


## What Are the Top Vaping Brands in the US

### Vaping Market Share in the Us in 2023, by Brand

- Vuse holds 38.5% of the total dollar share of vaping sales in the United States in 2023. ([source](#))
- Juul accounts for 27.9% of the total dollar share of vaping sales in the U.S. in 2023. ([source](#))
- NJOY captures 2.7% of the total dollar share of vaping sales in the U.S. in 2023. ([source](#))

**Vaping market share in the US in 2023, by brand**

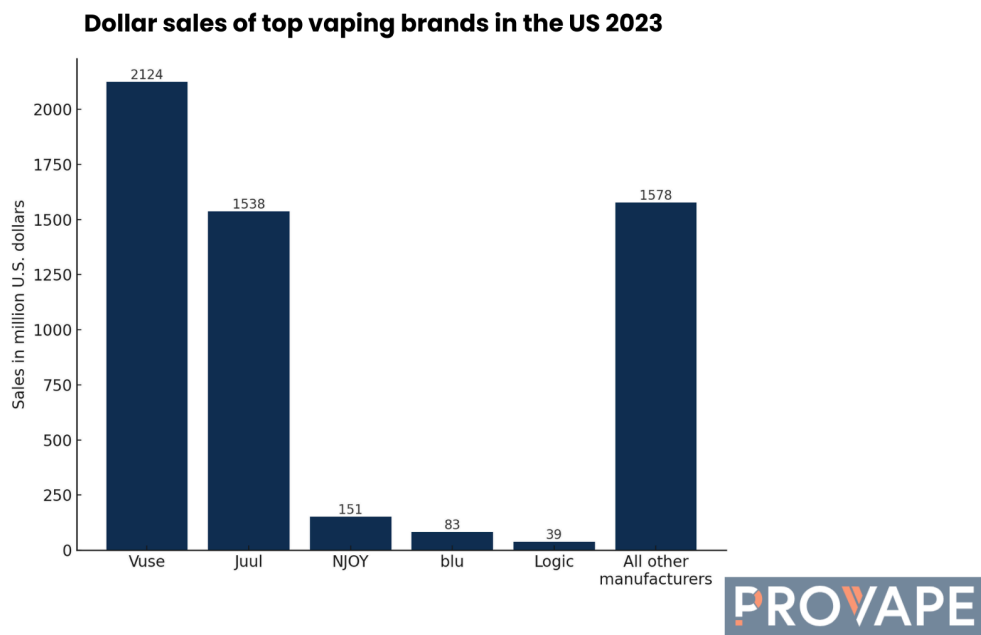


### Dollar Sales of Leading Vaping Brands in the US

- **Vuse** is the leading brand in 2023, with sales amounting to **\$2.124 billion**, making it the most dominant player in the U.S. vaping market. ([source](#))
- **Juul** follows as the second highest-selling vaping brand in the US, with sales reaching **\$1.538 billion**. ([source](#))

With Vuse and Juul controlling the majority of vape sales, the market shows a high concentration level. This can lead to reduced competition as smaller brands struggle to match the dominance of these top two players. It could also increase pricing power and market influence for these major brands.

- **NJOY** ranks third among individual vaping brands in the US, with sales of **\$151 million**, following Vuse and Juul. ([source](#))



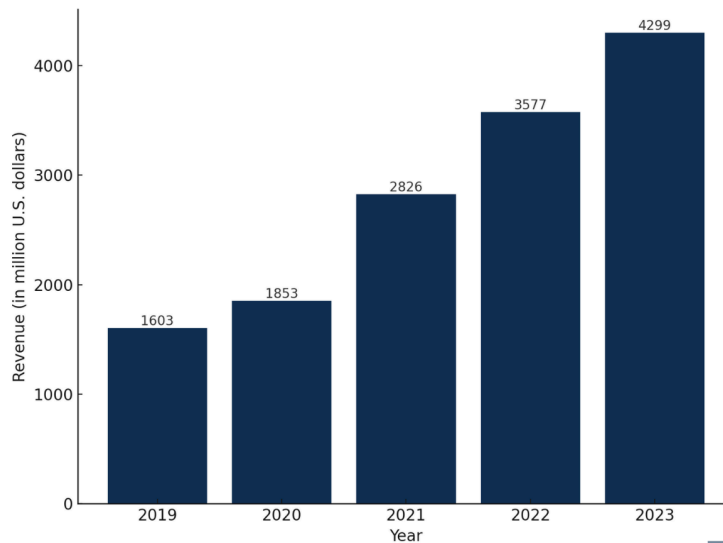
## Performance of Major Vaping Market Players

### Revenue of British American Tobacco

- The revenue of British American Tobacco's Vuse, Glo, and Velo has shown consistent growth every year increasing from \$1,603 million in 2019 to \$4,299 million in 2023. ([source](#))
- In 2021, British American Tobacco's revenue saw a significant rise to **\$2,826 million**, representing a **52.5%** increase over the previous year. ([source](#))

The consistent growth across these years suggests that the brands have a strong and expanding market presence, capitalizing on increasing demand and market opportunities.

**Revenue of British American Tobacco from 2019 to 2023**



## Demographics of Vape Users

### Age Distribution Among Vape Users in the US

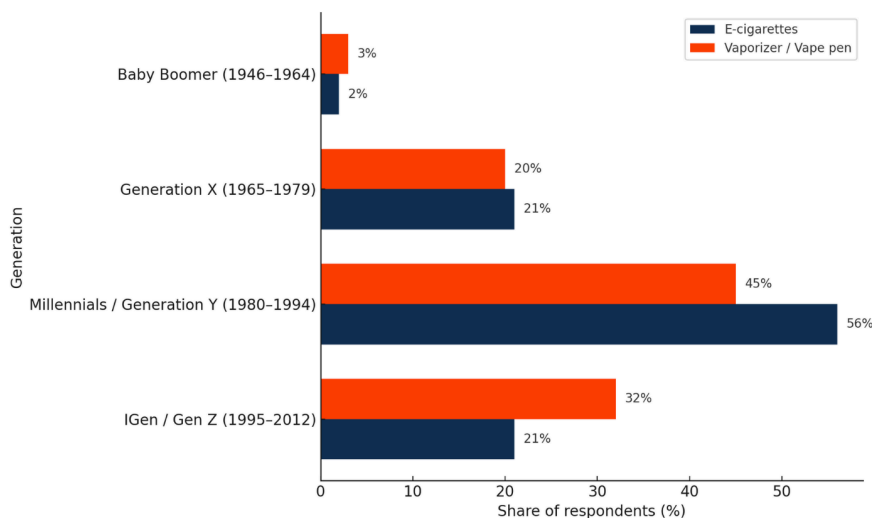
- In 2024, Millennials (1980–1994) in the US have the highest usage of both e-cigarettes (56%) and vaporizers/vape pens (45%). ([source](#))

Millennials grew up during the rise of vaping as a trendy alternative to smoking. They often seek alternatives to traditional cigarettes, viewing vaping as a less harmful option. Additionally, marketing targeted at this age group has been effective in normalizing vaping as a social activity.

- In 2024, generation Z (1995–2012) follows, with 32% using vaporizers/vape pens and 21% using e-cigarettes. ([source](#))
- In 2024, generation X (1965–1979) demonstrates lower usage, with 21% for e-cigarettes and 20% for vaporizers/vape pens. ([source](#))
- In 2024, baby boomers (1946–1964) show minimal use, with only 3% using vaporizers/vape pens and 2% using e-cigarettes. ([source](#))

Baby boomers often have established views on smoking and nicotine use. Many have likely quit smoking due to health concerns, and vaping may not appeal to them as a viable alternative. This generation may also be less influenced by vaping culture and more concerned about health risks associated with new smoking technologies.

### Use of e-cigarettes and vape pens in the US in 2024, by generation



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## Gender Distribution Among US Vape Users

- According to 2021 data, 5.1% of males and 4.0% of females in the US aged 18 and over are current vape users. ([source](#))

## Vaping Statistics by States

- Tennessee leads in vaping use, with 5.7% of adults vaping daily and a 5.1 percentage point increase from 2016 to 2022. ([source](#))
- Idaho saw one of the largest increases in adult vaping, with a 5.4 percentage point rise between 2016 and 2022. ([source](#))
- Arkansas ranks high with 5.8% of adults vaping daily, with a 4.6 percentage point increase from 2016 to 2022. ([source](#))
- Maryland and Illinois have the lowest daily vaping rates among adults, both at 2.1%, with Maryland seeing just a 1.4 percentage point rise in vaping from 2016 to 2022. ([source](#))

## Vaping Usage Trends

- In 2021, 4.5% of adults in the US aged 18 and over were current vaping users. ([source](#))



- According to a 2021 survey, 22.0% (around 61.6 million people) of individuals in the US aged 12 or older, reported using tobacco products or vaping nicotine within the past 30 days. ([source](#))
- The 2021 survey indicates that 15.6% (43.6 million people) of individuals in the US aged 12 or older smoked cigarettes, and 4.7% (13.2 million people) vaped nicotine. ([source](#))

While traditional smoking remains the dominant form of nicotine use, vaping continues to grow, particularly among younger individuals. This trend highlights the importance of addressing both forms of nicotine consumption in efforts to reduce overall tobacco-related harm.

## Changes in Flavor Preferences Among US Vape Users

- Menthol flavor sales in the US remained relatively stable, changing slightly from 32.3% in 2020 to 31.9% in 2022. ([source](#))
- Tobacco flavor sales in the US decreased by 8.3% from 28.4% to 20.1% during 2020 to 2022. ([source](#))
- Mint flavor sales in the US also declined, dropping from 10.1% to 5.9% during 2020 to 2022. ([source](#))
- Sales of non-tobacco/non-menthol flavors (such as fruit, candy, desserts) in the US increased significantly, from 29.2% to 41.3%, making this category the largest by December 2022. ([source](#))

While sales of traditional flavors like menthol and tobacco have either remained stable or decreased, there has been a significant shift in consumer preferences towards non-tobacco/non-menthol flavors (such as fruit, candy, and dessert).

## What Are the Current Trends in Vaping Product Types

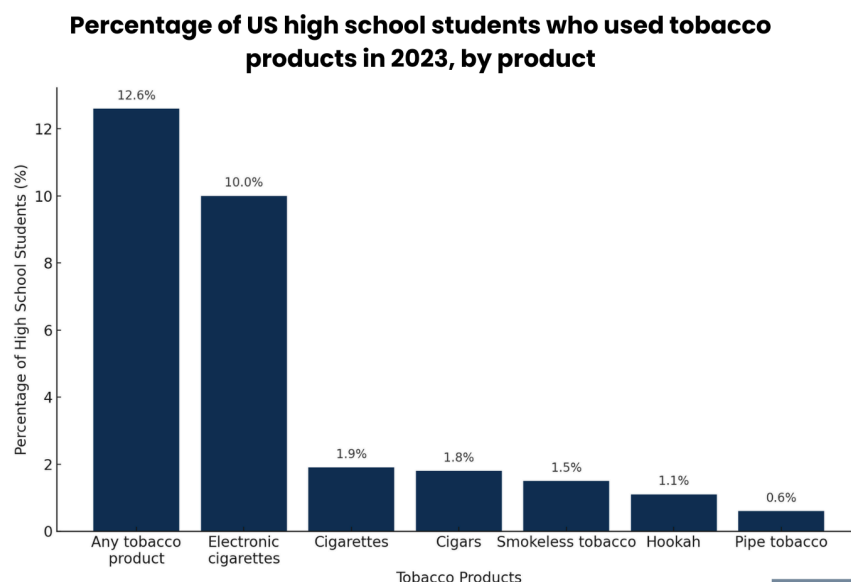
- Sales of prefilled cartridges in the US decreased from 75.2% to 48.0% between 2020 and 2022. ([source](#))
- By December 2022, the prefilled cartridge market in the US was almost exclusively tobacco (37.3%) and menthol (62.2%). ([source](#))
- Sales of disposable e-cigarettes in the US more than doubled, increasing from 24.7% to 51.8% between 2020 and 2022. ([source](#))
- By December 2022, the disposable e-cigarette market was led by other flavors (79.6%), mint (11.1%), tobacco (4.3%), and menthol (3.6%). ([source](#))

This suggests a consumer trend away from prefilled cartridges towards disposable e-cigarettes, driven primarily by the variety of flavors available in disposable products.

## Vaping Consumption Trends Among Youth

- In 2023, around 12.6% of high school students in the US reported using any type of tobacco product in the last 30 days. ([source](#))
- As of 2023, 10% of high school students in the US indicated they had used electronic cigarettes (e-cigarettes) within the last 30 days, making it the most popular specific tobacco product. ([source](#))
- In 2023, 1.9% of high school students in the US reported smoking traditional cigarettes during the last 30 days. ([source](#))

This highlights that e-cigarettes are the most commonly used tobacco product among U.S. high school students, significantly outpacing traditional forms like cigarettes and cigars.



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## Percentage of High School Students in the US Using Vapes

- Vaping use among US high school students reached its highest point in 2018, with 20.8% of students reporting use. ([source](#))

A potential reason is that vaping companies, especially brands like JUUL, marketed their products to younger audiences, often using appealing flavors (e.g., fruit, candy) and sleek, tech-like designs. Also, the rise of social media platforms like Instagram and Snapchat, where influencers promoted vaping as trendy, may have contributed to the surge in popularity.

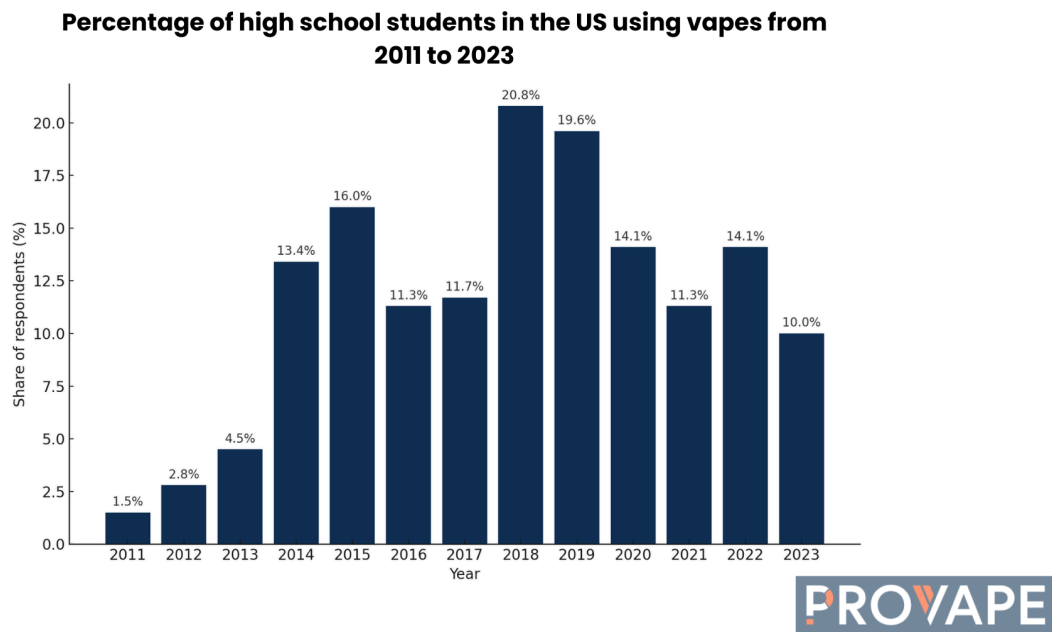
- The use of vapes among US high school students sharply declined in 2021, with 11.3% of students using vapes. ([source](#))

The COVID-19 pandemic led to school closures and limited social activities, reducing peer pressure and opportunities to vape socially. Also, with many stores closed and restrictions in place, teenagers may have had less access to e-cigarettes during the lockdowns. COVID-19, a respiratory illness, might have made teens more cautious about using products that could affect their lungs.

- There was a slight increase in 2022, with 14.1% of students in the US using vapes, but it dropped again to 10% in 2023. ([source](#))

The FDA has continued to crack down on vaping products, particularly those that target youth. Ongoing bans and limitations on marketing and sales have made these products less accessible and appealing.

Other nicotine products, such as nicotine pouches, have gained popularity, which may also account for the drop in vaping use specifically.

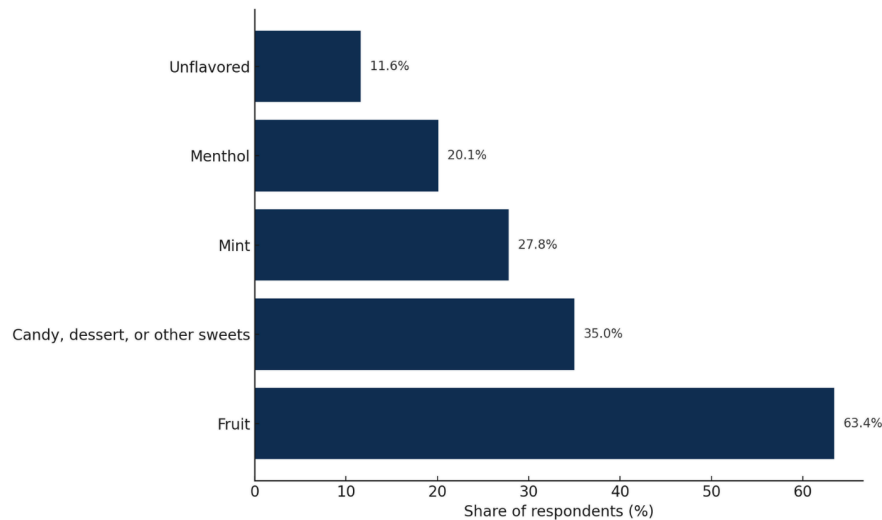


## What Are the Most Popular Flavors of Vapes Among Teens

- In 2023, fruit-flavored disposable vapes were the most popular among teenagers in the United States, with 63.4% of respondents indicating a preference for this flavor. ([source](#))
- As of 2023, candy or desserts are the second most popular category of vapes among US teenagers, appealing to 35% of users. ([source](#))
- According to 2023 data, unflavored vapes, the least popular category, attracted only 11.6% of teenage users in the US. ([source](#))

The flavor component is a significant factor in teenage vaping use because it enhances the sensory appeal of vaping, making the experience more enjoyable and attractive to younger users.

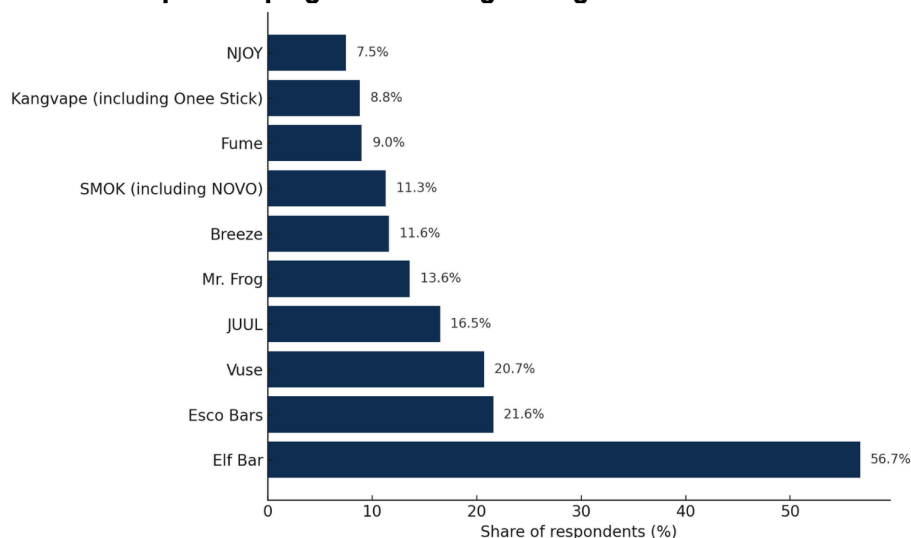
**Popular vape flavors among teenagers in the US 2023**



## What Are the Most Popular Vaping Brands Among Teens in the US

- In 2023, Elf Bar was the most popular vaping brand among U.S. teenagers, with 56.7% of respondents choosing it. ([source](#))
- As of 2023, Esco Bars was the second popular vaping brand among US teenagers, at 21.6%, followed closely by Vuse at 20.7%, and JUUL, selected by 16.5% of respondents. ([source](#))
- Other brands such as Mr. Frog (13.6%), Breeze (11.6%), SMOK (including NOVO) (11.3%) have smaller but still significant shares among teen vape users in the US. ([source](#))

**Popular vaping brand among teenagers in the US 2023**

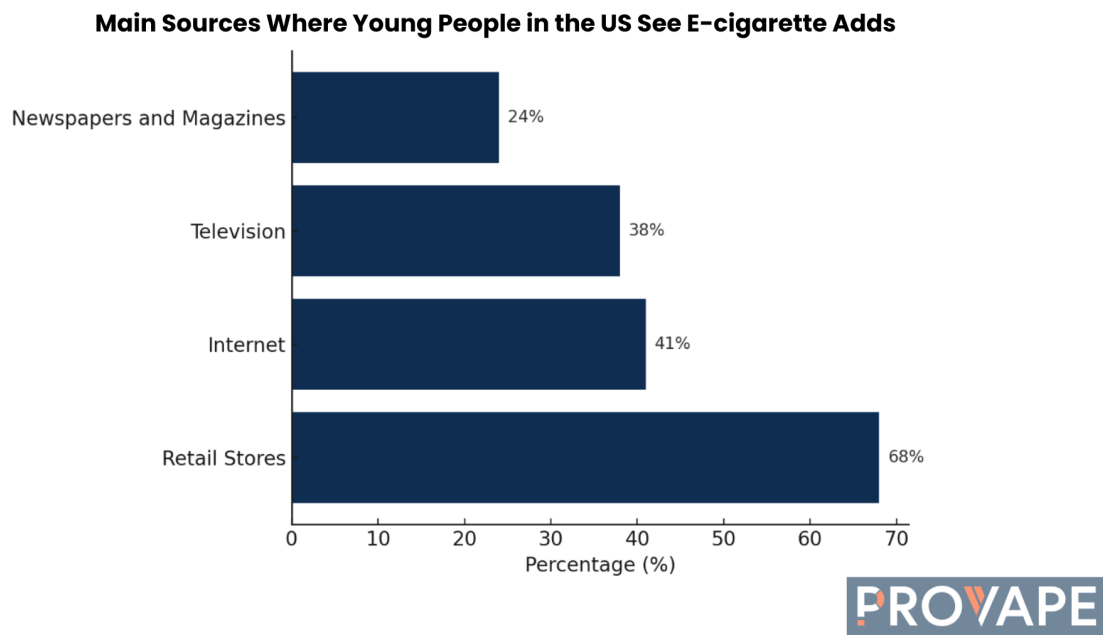


## How Often Do Teenagers Use Vapes

- In 2024, in the United States, more than 1 in 4 (26.3%) of current youth vape users reported using a vape product daily. ([source](#))
- In 2024, more than 1 in 3 (38.4%) youth vape users in the US used vapes on at least 20 of the last 30 days. ([source](#))

## Where Young People See Vaping Adds

- In 2021, 68% of young people in the US are most likely to see vaping ads in retail stores. ([source](#))
- According to 2021 data, 41% of US young people are likely to encounter these ads online. ([source](#))
- According to 2021 data, 38% of young people in the US see vaping ads on television. ([source](#))
- In 2021, 24% of young people in the US are most likely to see these ads in print media, such as newspapers and magazines. ([source](#))



## Conclusion

The vaping industry in the U.S. has seen impressive growth over the past few years. This rise is mainly because younger people are drawn to exciting flavors and convenient options like disposable e-cigarettes. With major brands like Vuse and Juul leading the pack, it's clear that competition is harsh. However, health concerns and regulatory challenges are also part of the equation. While the vaping industry is changing, understanding users' preferences and addressing concerns around youth vaping will be key to navigating this booming industry.