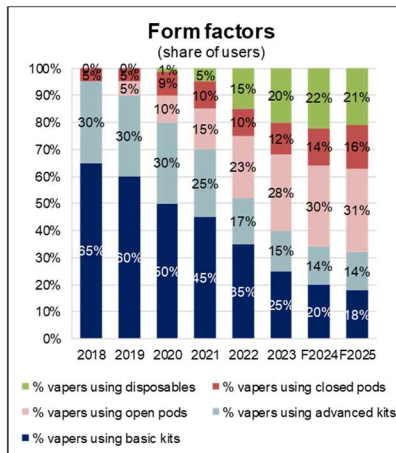
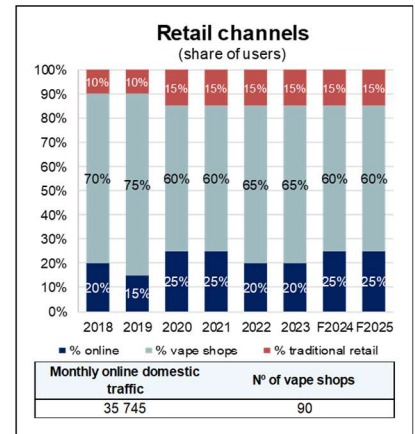
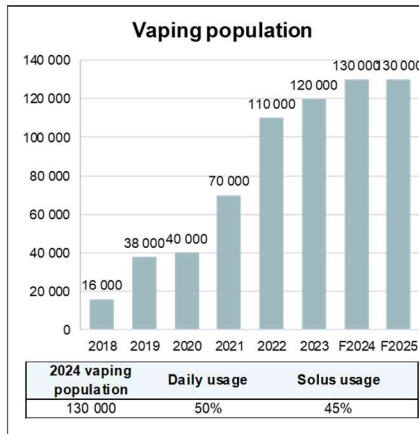
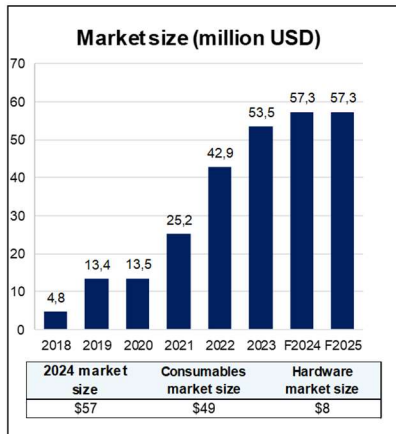


Country dashboard:

Estonia

Country

- Argentina
- Australia
- Austria
- Belarus
- Belgium
- Brazil
- Bulgaria
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Czech Republic
- Denmark
- Egypt
- Estonia**
- Finland
- France
- Germany
- Greece
- Hungary
- India
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Kazakhstan
- Kyrgyzstan
- Latvia
- Lithuania



Top e-liquid brands

Aramax
Dinner Lady
Liqua
Riot Squad
Nicorex
Killa Switch
EasySmoke

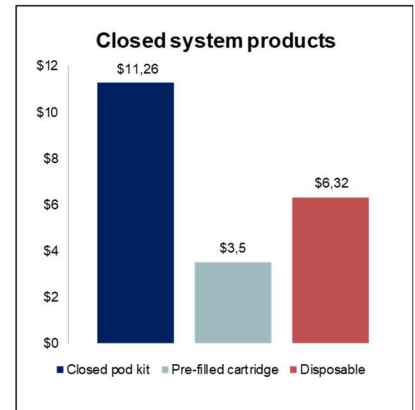
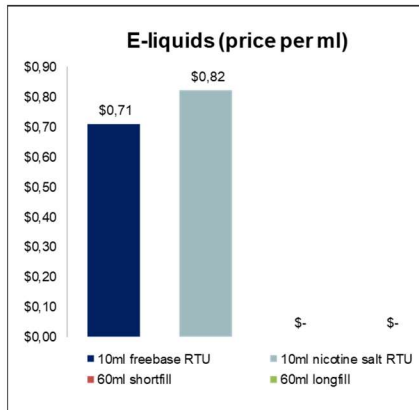
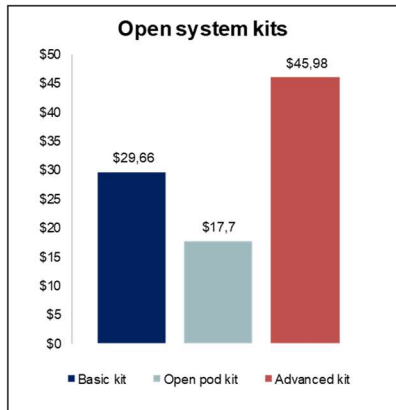
Top hardware brands

Smok
Vooipo
Vaporesso
Innokin
Geekvape
Eleaf
Joyetech

ONLINE PRICING

Top online retailers

Further research to be completed



Note: Empty columns in the online pricing graphs indicate that < 3 products were found during the pricing study in the top online retailers (see the tab Information for further explanation)

Associations

Suitsuvaba Eesti (NNA)

Market sizes (USD, million)

Filter by country:	IT	2015	2016	2017	2018	2019	2020	2021	2022	2023	F2024	F2025
Estonia		*	*	\$5	\$5	\$13	\$14	\$25	\$43	\$54	\$57	\$57

Market size distribution (2024, USD, million)

Filter by country:	IT	Consumables	Bottled e-liquid	Pre-filled pods	Disposables	Filter by country	IT	Hardware	Basic open system	Open pod system	Advanced open system	Pre-filled pod kits	Replacement coils
Estonia		\$49	\$24	\$10	\$15	Estonia		\$8	\$1	\$2	\$1	\$0	\$3

18+ historical vaping statistics

Vaping population = daily vapers + occasional vapers (at least once a month)

Filter by country:	IT	2017 vaping population	2018 vaping population	2019 vaping population	2020 vaping population	2021 vaping population	2022 vaping population	2023 vaping population	2024, 18+ Total vaping population	2025, 18+ Total vaping population
Estonia		15 000	16 000	38 000	40 000	70 000	110 000	120 000	130 000	130 000
Celkový součet		15 000	16 000	38 000	40 000	70 000	110 000	120 000	130 000	130 000