

WORLD VAPE SHOW

22-23 MAY 2025 | ESPACIO RIESCO | SANTIAGO | CHILE

Post Show Report

Executive summary

Strong local base, meaningful international reach and a commercially relevant buyer audience.

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1,073

total audience recorded

21

countries represented

42%

International visitors

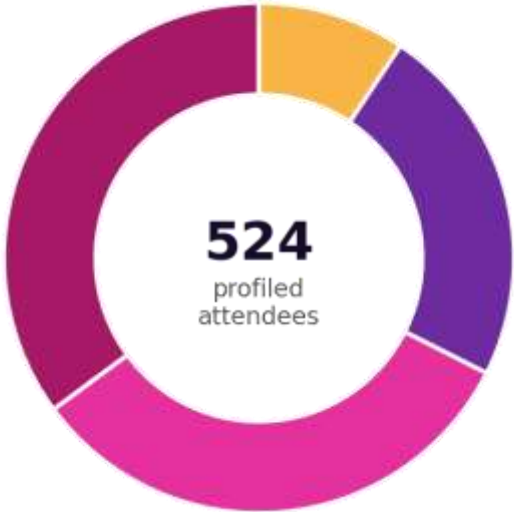
63%

retail/distributor/wholesaler
profile

Headlines

- Scale: In the first visit to Chile, over one thousand attendees proves enough demand to grow future editions.
- Market relevance: Chile delivered the largest audience share, backed by 42% international attendance.
- Commercial profile: retailers, distributors and wholesalers made up the core buyer categories captured.

46 exhibitors including Airscream, Elfbar, Geek Vape, Just Juice, Keystone, Life Pod, Maskking, OXVA, Podsalt, RELX, Rifbar, SMOK, Tesla Bar, Dinner Lady, Smoore and YOOZ.



Business type profile



Other / specified

184 attendees

33.9%



Vape retailer

170 attendees

31.4%



Vape distributor

121 attendees

22.3%



Vape wholesaler

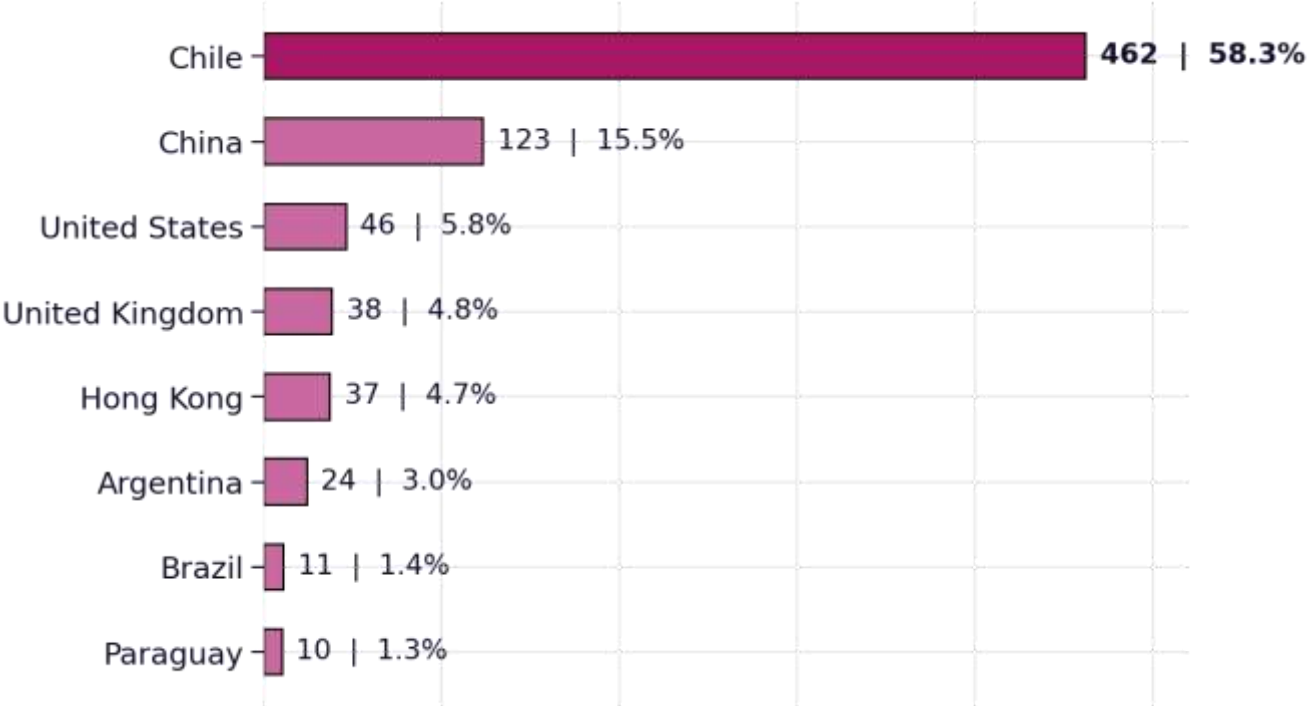
49 attendees

9.0%

Geographic reach

Country-level audience distribution shows Chile as the anchor market with wide international pull.

Top countries by attendees



Key geography stats



21

countries represented



42%

of recorded country responses came from outside Chile

International attendance gives sponsors and exhibitors a credible regional platform, while the strong domestic base supports local market conversion.

Commercial value for exhibitors

Translate the audience profile into clear reasons to participate.

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Retail access

170 vape retailers ensure exhibitors can achieve direct channel conversations.



Distribution reach

121 distributors and 49 wholesalers indicate a strong route-to-market audience.



Regional credibility

Chile leads the audience base, with visitors also recorded from Argentina, Brazil, Paraguay, Colombia and Peru.





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**A strong platform for South American
growth**