

VAPE INSIGHT IRAQ

2025
EDITION

*Your Guide to The Modern
World of Vaping!*

“Exclusive:

Iraq’s vaping market insights
+ brand spotlight”



BUZZY

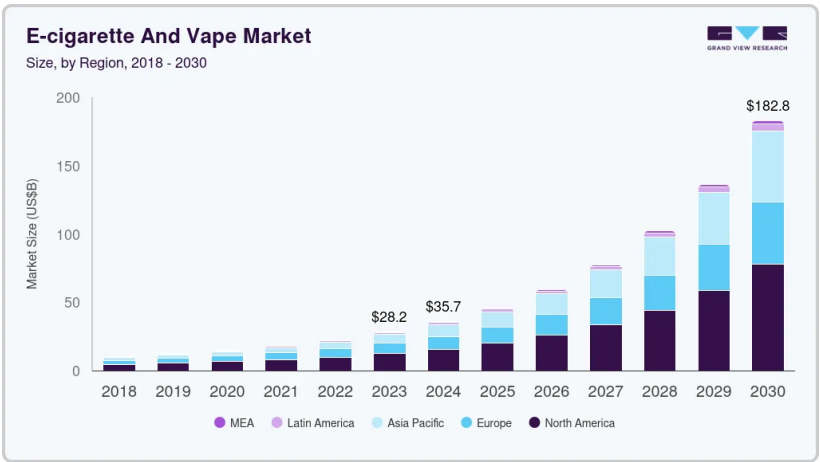
BUZZY

From the Director of Buzzy Co.

At Buzzy Co., our mission goes beyond distribution - we believe in education, awareness, and responsibility. Through Vape Insight Iraq, we aim to build a more informed community of adult smokers and vapers across the country. The vaping world is full of choices, and our goal is to guide smokers toward safer and more transparent alternatives. We want every reader to understand how to select the right vape device, recognize authentic products, and make informed decisions that protect their health and future well-being. By sharing scientific updates, market insights, and user experiences, we hope to reduce misconceptions about vaping and empower Iraqi consumers with knowledge, safety, and confidence. Together, we can shape a smarter, healthier, and more responsible vape culture in Iraq.

The Future of Vaping in Iraq

Vaping is expanding rapidly across Iraq, reflecting the global trend highlighted by the World Health Organization (WHO), which estimates that more than 100 million people now vape worldwide — including around 86 million adults and 15 million teenagers. While traditional cigarette smoking continues to decline, vaping has become a fast-growing alternative, especially among young adults seeking a safer and more modern option. In the Middle East, the WHO notes a steady increase in e-cigarette use, reaching about 4–5% of the population in several regional countries. Iraq is no exception — recent local observations and small-scale studies suggest a sharp rise in vape use within universities and urban centers, with growing awareness of vaping as a harm-reduction tool compared to smoking. However, this rise also calls for greater education about choosing authentic, high-quality products and understanding responsible use to protect both health and community standards.



Vaping vs Smoking: What's the Difference?

Traditional cigarette smoking releases thousands of harmful chemicals, many of which are proven to cause serious diseases over time. Vaping, on the other hand, eliminates the burning process — meaning it produces vapor instead of smoke, and significantly reduces exposure to those toxic substances. While vaping is not completely risk-free, many public health studies consider it a harm-reduction alternative for adult smokers who are unable or unwilling to quit nicotine entirely. At Buzzy Co., we believe in promoting responsible vaping — ensuring that only adults use our products, and that every device and e-liquid we distribute meets strict quality and safety standards. Our goal is to support adult smokers in making informed, safer choices, while building a responsible vape culture that protects both health and community well-being.



Cigarette



Vape

Trends Shaping the Vape Scene in the Middle East

Flavor Evolution: A Taste for Innovation

Across the Middle East, vaping culture is evolving fast — and flavor is leading the way. While tobacco used to dominate, today's vapers are exploring fruity, icy, and minty blends that deliver a more enjoyable and refreshing experience. Popular favorites include mango ice, grape mint, watermelon freeze, and double apple fusion — flavors that blend traditional Middle Eastern taste profiles with modern creativity.

Consumers are now more open than ever to mixing and experimenting, showing how rapidly regional tastes are expanding. This shift reflects a lifestyle change — one that embraces variety, personal expression, and quality.

“Middle Eastern vapers are no longer sticking to one flavor — they're



Rise of Pod and Disposable Systems

Globally, pod and disposable systems are redefining how people vape — and Iraq is part of this transformation. These compact, user-friendly devices offer convenience, portability, and consistent performance, making them ideal for both new and experienced vapers.

In Iraq, brands like MEZZA and VAAL have taken the lead, building strong reputations for smooth delivery, long-lasting battery life, and authentic flavor quality. Feedback from customers across the country has been overwhelmingly positive, praising these systems for balancing simplicity with satisfaction. Their success proves that Iraqi consumers are ready for innovation, setting a high standard for the future of vaping in the region.



Pod System vs Disposable Vape: What You Need to Know

Understanding the Difference

Vape users in Iraq are becoming more informed about what they use and one of the most important choices today is between disposable vapes and closed pod systems. Both deliver flavor and nicotine satisfaction, but the way they work, last, and perform is completely different.

Battery & Performance

- Disposable vapes come pre-filled and pre-charged. Once the liquid or battery runs out, the entire device must be discarded.
- Closed pod systems use a rechargeable device with replaceable pods. You keep the same battery kit and simply buy new pods when needed — saving money and reducing waste.

Cost & Value

- Disposables appear cheaper, but since each device is single-use, costs add up quickly.
- Pod systems only require you to replace the pod, not the whole kit making them far more economical in the long run.

Environmental Responsibility

- Disposables create high waste due to single-use plastics and built-in batteries that cannot be reused.
- Pod systems generate much less waste since only the small pod is replaced.

Flavour & Satisfaction

- Disposables come with fixed flavours and limited options.
- Pod systems offer a wider range of flavour pods, including fruit, mint, and ice combinations — giving users a personalized experience without sacrificing convenience.

Safety & Quality

- Many disposables on the market are unregulated, with inconsistent quality.
- Pod systems from reliable brands such as MEZZA and VAAL are tested, certified, and built with advanced leak-proof technology and stable power output.

Why More Iraqis Are Choosing Pods

Brands like MEZZA and VAAL are leading Iraq's pod revolution — offering sleek designs, long-lasting battery kits, and authentic flavor pods. Customer feedback has been overwhelmingly positive, praising their performance, durability, and clean taste. This shows that adult smokers are moving away from short-term disposables toward trusted, long-term solutions.

Pod System

Disposable



Inside Iraq's Growing Vape Scene

We spoke with several vape shop owners and distributors across Iraq to understand how the market is changing.

“In just the last two years, the demand for high-quality vapes has doubled,” says a distributor from Baghdad. “People are no longer buying just anything — they ask for brands they can trust, like MEZZA, and VAAL.”



Another shop owner in Erbil added, “Flavors are everything now. Customers love fruit mixes, mint, and icy combinations. They enjoy trying new blends and are becoming more educated about what’s safe and authentic.”

This growing awareness shows a clear shift in the Iraqi vape culture — from casual curiosity to a confident, responsible community of adult vapers who care about quality, safety, and experience.

In order further focus on the Iraqi vapers community, Mezza brand is not just trying to satisfy its users with their premium flavors and quality, they also distinguished themselves further due to their unique design on the pods that each pod depicts a specific city of Iraq, giving it a more loving feeling with their users.



Vaping Regulations and Market Transition in Iraq

The legal framework for vaping and e-cigarettes in Iraq is currently undergoing major change. For years, national law prohibited the manufacture, import, sale, and advertising of e-cigarette products, effectively making them unavailable on the market (Global State of Tobacco Harm Reduction, 2024).

Recently, however, the Iraqi government and Ministry of Health introduced the Law for Protection from the Harmful Effects of Tobacco, which aims to regulate and restrict e-cigarette use while setting penalties for illegal trading and advertising (Kurdistan24, 2025).

At the same time, in June 2025, the Iraqi Council of Ministers approved lifting the import ban on e-cigarettes and tobacco-related products, provided they meet official quality and safety standards and are approved by the Central Organization for Standardization and Quality Control (Iraq Business News, 2025).

This period of transition highlights the need for consumers to buy only authentic, certified products from trusted distributors, ensuring both safety and compliance as Iraq works to shape a regulated, responsible vaping industry.

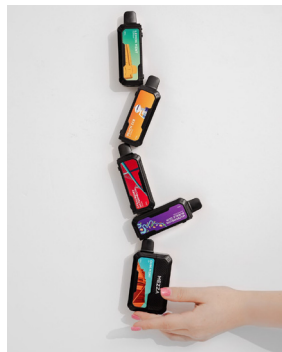
According to +964 website, "BAGHDAD - The Iraqi government decided to lift the ban on importing electronic cigarettes, electronic hookahs, and heated tobacco products, including those regulated by nicotine and tar levels".

Brand Spotlights

MEZZA

MEZZA – Bold & Youthful. Redefining Modern Vaping.

MEZZA has quickly become one of Iraq's most trusted vape names. Loved for its ease of use, reliability, and rich taste, it's perfect for everyday vaping. Whether it's a busy day at work or a night out, MEZZA gives you consistent performance with no compromise. Its growing popularity proves that Iraqi vapers value comfort, convenience, and authenticity above all.



- MEZZA is a highly advanced changeable pod system with options of having Dual Mesh Coil.
- Each pod has up to 40,000 puffs.
- It is equipped with a 1000mAh battery.
- It has Adjustable Airflow mode, which gives users options of having both small or big puffs.
- It is available in 20 unique flavors at the moment.





VAAL- Everyday Comfort. Authentic Flavor.

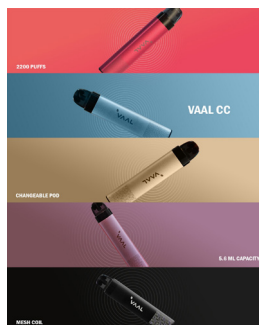
VAAL represent the new generation of Iraqi vapers – energetic, modern, and creative. Known for its sleek pod systems, bold color options, and vibrant flavors. VAAL captures the excitement of modern life while promoting responsible enjoyment. Its success across Iraq reflects how today's vapers are ready for innovation, quality, and personality in every product.



VAAL is a changeable pod system brand that comes in 2 special models:

1- VAAL CC model

- CC model known for its compact design and Ease of use.
- The longest lasting pod in the Iraqi Market. 4 years and counting!
- With its new upgrade, each pod lasts up to 3500 puffs.
- Its Cheap Price and Unmatchable Quality makes it convenient to everyone.
- Equipped with 900mAh battery.
- Available in 15 Special Flavors.





2- VAAL GEMINI model:

- Known for its attractive colors and lights.
- Lasts up to 8000 puffs!
- Equipped with 650mAh battery
- Available in 12 tasty flavors
- Adjustable Airflow



AL JAW Vape – Premium Power. Purple Identity.

Al Jaw is another brand of Buzzy Company that will be launched soon in the Iraq. Stay tuned to see something that you have not ever seen before! Coming Soon...

VAPE
INSIGHT
IRAQ

BUZZY