

11 OCTOBER 2025

The Grocer Guide to...

The Grocer

Tobacco, vaping & accessories

Illegal tobacco puts legitimate retailers at a serious disadvantage. Protect your business and visit www.itcostsmorethanyouthink.co.uk today.



**IT COSTS
MORE THAN
YOU THINK**

Illegal tobacco is not a victimless crime.
It's jobs lost, local businesses shutting down,
criminal activity surging.



Tackling illicit tobacco

DETAILS

JTI UK

1 Werter Road
London SW15 2LL

KEY BRANDS

Benson & Hedges

Silk Cut

Mayfair

Sovereign

Sterling

Amber Leaf

– rolling tobacco

Hamlet

– cigars

Condor

– pipe tobacco

Nordic Spirit

– tobacco-free
nicotine pouches

* JTI is also a major player in the international vaping market with its brand **Logic**, and tobacco vapour brand **Ploom**

To find out more about the 'It costs more than you think' campaign, scan the QR code below:



Source

¹ GOV.UK, Stubbing out the problem: A new strategy to tackle illicit tobacco

² £2bn figure based on HMRC's tax gap estimates for Excise Duty and VAT losses 2022 - 2023 <https://webarchive.nationalarchives.gov.uk/ukgwa/20250501185902/https://www.gov.uk/government/statistics/measuring-tax-gaps> (select the table for 2024 and go to table 3.7. See lines 6 and 7 combined for 2022-2023)

³ Annual outputs for tackling tobacco smuggling - GOV.UK

⁴ GOV.UK, Stubbing out the problem: A new strategy to tackle illicit tobacco

⁵ Data based on an online survey conducted for JTI by an independent agency between 28.04.25 and 08.05.25, n=3,000 UK adults aged 19 and over. To ensure the findings are representative of the UK general population, the data was weighted by age, gender, and region.

 JTI UK has launched a national campaign calling on the Government to do more to tackle the sale of illegal cigarettes.

The 'It costs more than you think' campaign provides retailers and consumers with the tools to report the illicit sale of tobacco and to raise awareness of the impact on local communities.

It costs more than you think

"There is a proven link between illegal tobacco and international organised crime groups¹. Illegal tobacco costs the UK over £2bn every year in lost tax revenue², so the consequences for the taxpayer are significant," states Nicky Small, corporate affairs & communications director, JTI UK.

"Following a year-on-year increase in reports to HMRC reporting the trade of illegal tobacco³, the 'It costs more than you think' campaign highlights a critical juncture to tackle how the money made is laundered and taken outside the UK, funding crime and fraud⁴.

"Illegal tobacco takes footfall and profit away from law-abiding stores of all sizes and it's clear that the whole industry, from independent retailers to multiples, has to work together to clamp down on this illicit trade."

Consumer fears

JTI's new campaign coincides with the publication of a landmark study⁵, which found that three-quarters of consumers (77%) are concerned about the repercussions if they were to report illicit tobacco in their community.

"This groundbreaking research clearly demonstrates the concerns of consumers around the illicit sale of illegal tobacco and its impact on communities across the UK. The study highlights how the illicit trade of tobacco is at an inflection point, with a fear of repercussion in reporting, lack of awareness in identifying it and a lack of law enforcement in response," outlines Small.

"The majority (69%) of UK adults have heard or are familiar with illegal tobacco but 2 in 3 (64%) are unsure how



“The ‘It costs more than you think’ campaign highlights a critical juncture to tackle how money made is laundered and taken outside the UK, funding crime and fraud. Illegal tobacco takes footfall and profit away from law-abiding stores of all sizes”

to identify it. Over 90% of consumers are alarmed that illicit tobacco trade is fuelling organised crime. With this in mind, 4 in 5 (81%) believe there is not enough enforcement to stop illegal tobacco sales and over a third (38%) want stricter enforcement."

Retailer support

"We have launched this campaign to raise awareness, highlight the reporting tools available to fight it, and to call on the Government to do more on this critical issue that continues to harm communities in every region," notes JTI's Small.

"The 'It costs more than you think' website has a dedicated page for retail outlets of all sizes, which outlines the risks of selling illicit tobacco, alongside helpful tips on how to spot illegal tobacco products and report stores selling illicit goods. Retailers and industry leaders can also download a letter template to share with their local MP to raise awareness of illicit tobacco in their area. We hope this campaign will provide valuable support to the retail community."

Next steps

In the coming months, 'It costs more than you think', will be undertaking a national, regional and trade campaign to raise awareness of the impact of the illegal tobacco trade and to push for policy change at a national level, including better resourcing and support for the enforcement agencies fighting the illegal tobacco trade.

Analysis



Trading in the new normal

Four months beyond the single-use vapes ban, the market results are mixed, but the reality of illegal trading is very stark, say suppliers

Early October – and with the single use vapes ban already in operation for four months, how are retailers and suppliers adjusting? A quick look at recent news reveals three shops in Suffolk have been issued with three-month closure orders after selling illegal vapes and tobacco, with 16,950 packets of illegal tobacco, 14kg of illegal hand-rolling tobacco and 4,600 illegal vapes seized¹. And that is undoubtedly the tip of a very large iceberg. In August alone, news reports highlighted similar seizures in Derbyshire, Shropshire and Sussex, to name a few, with one report from the BBC revealing that seizures of illegal vapes in the south east of England have “skyrocketed”².

For suppliers it’s a situation they predicted would happen – and the problem, they say, will only

be exacerbated once the proposed generational ban, part of the government’s Tobacco & Vapes Bill comes into play in January 2027.

Yet with such legislation thrust upon them, tobacco, vapes & accessories companies have had to pivot and adapt to this new normal – and they are nothing if not resilient in the face of challenging change.

Category performance

It is clear that the traditional cigarette market is declining, as demand for smoke-free alternatives is growing in the UK, says Philip Morris Limited (PML) chief marketing officer Baris Ozcan. “Adult nicotine users want more choice than ever before,” he says. “They want a variety of options that meet every need, helping them to stop reverting to cigarette use.

Contents

JTI UK	2
Providing retailers with the tools to fight illicit tobacco	
Republic Technologies (UK)	9
Introducing consumers to a ‘Smarter’ way to vape	
EDGE Vaping	10
Leading next-gen innovation with UK-manufactured products	
Helix Sweden	12
Seizing the initiative with a bold approach for nicotine pouches	
Imperial Brands UK	14
Bringing choice and innovation to tobacco and vaping	
I Vape Great	16
Offering a diverse range of vape devices and nicotine strengths	
Philip Morris Limited	18
Making a smoke-free future accessible to multiple shoppers	

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Analysis

“Almost half of our global revenue at Philip Morris now comes from smoke-free products, sold in 97 markets and to more than 41 million adults worldwide³. Iqos stands as the world’s No.1 heat-not-burn device⁴, and Zyn stands as the world’s No.1 nicotine pouch brand⁵. The direction is clear: this isn’t just about one product fading; it’s about multiple alternative categories rising.”

Continued pressures on the cost of living, especially in the light of predictions around tax rises in the November budget, are forcing both cigarette and rolling tobacco smokers to re-examine their choices and seek products that offer value without compromising on quality, says Andrew Malm, UK market manager for Imperial Brands. “Products in the two lowest pricing tiers – economy and value – currently account for 72%⁶ of all cigarette sales in the UK, so it’s clear that the quest for value remains relentless,” he says. “However, premium products in both cigarettes and rolling tobacco also retain a highly loyal customer base so we’d recommend retailers continue to stock these categories too. This is especially the case in rolling tobacco where nearly 37% of products sold are premium⁷.”

In terms of vaping, meanwhile, the category has shown resilience, says Jacqueline Hctor, commercial director at IVG. “The ban on disposable items forced a reset, but retailers adapted quickly,” she says. “Reusable kits have brought stability, with pods creating repeat purchase cycles and steadier revenue. Device sales remain strong as new consumers enter the market, while steadily growing pod sales are establishing a healthier, more sustainable cycle, positioning both retailers and consumers for continued growth.”

In vaping, fruit-flavoured vapes remain by far the most popular, being a choice for 64% of vape users according to recent figures from June⁸, followed by confectionery flavours and then menthol, mint and mint combo flavours⁹, says Imperial Brands’ Malm.

As for next-generation nicotine, over the past year, the category has seen real momentum, says Stuart Vaughan, head of sales – branded retail UK at NextGen 360, trading as Edge Vaping. “Freebase liquids remain strong, holding 54% of the 10ml segment, while nicotine salts have surged to



46% of sales¹⁰ as consumers gravitate towards formats that replicate the disposable experience,” he says. “Nicotine pouches are also reshaping the reduced-risk category, offering discreet, smoke-free options that appeal to a wider adult audience. At Edge, we’ve focused on anticipating these shifts and responding with UK-manufactured, compliant solutions that give both retailers and consumers confidence.”

Meanwhile, in tobacco accessories, the category continues to perform really well, showing year-on-year growth of 15.4% to reach a value of £468m¹¹, says

Gavin Anderson, sales and marketing director at Republic Technologies (UK). “In mainstream accessories, the strongest-performing sector is papers, which is now worth £129m, while filters are valued at £76m¹²,” he says. “The environmentally friendly OCB range is the UK’s fastest-growing papers brand¹³, offering a clear point of difference vs most other papers, and this is resonating with roll-your-own (RYO) purchasers,”

Single-use vapes ban – the reaction

The early signs suggest that the disposables ban has had a mixed impact on retailers, says PML’s Ozcan. “Many are still adjusting to the removal of a key sales line, with reports of some experiencing reduced turnover. Confusion also remains in parts of the market around what is and isn’t permitted, creating space for uncertainty and inconsistency across the trade.”

“There are growing concerns about the knock-on effects of the ban... with some consumers reverting back to smoking”



Can the industry overcome vapes' negative media image?

Vapes can certainly overcome their negative media image, says IVG's Hoor. However, the industry must remain agile to new legislation, advocate where rules may not support adult consumers, and challenge myths and media narratives, she says. "At the same time, the risk of vapers returning to cigarettes remains if access, choice or education are limited. Consistent, transparent messaging and supporting consumer switching are key to sustaining growth and protecting the category."

Edge Vaping's Vaughan believes the category can overcome its negative image, but agrees that it requires consistent, evidence-based communication. "Vaping is significantly less harmful than smoking, while nicotine pouches provide another effective smoke-free tool for harm reduction," he says. "The industry must continue to educate consumers, retailers, and policy-makers about these distinctions."

For both retailers and consumers, it starts with education, adds PML's Ozcan.

"Our responsibility is to make sure communication is clear, accurate and always directed at adult nicotine users. That means being upfront about the facts. For example, Veev One emits around 99% lower levels of harmful chemicals than cigarettes¹. Veev One is not risk-free, but it is a high-quality alternative to continuing to smoke."

"Of course, nicotine is addictive, and the best thing any smoker can do is quit nicotine altogether. But for those who don't want to, there needs to be credible alternatives on the table," he says.

"If an alternative doesn't feel satisfying, people won't make the switch, and the bigger goal of a smoke-free future becomes harder to achieve."

At Republic Technologies, which is relatively new to vaping with its Smarter range, Anderson says suppliers and retailers have a joint responsibility to develop, market and sell vaping products responsibly. "Consumer education and engagement must play a prominent part in that, encouraging responsible use and full compliance with all legislation."

"At the same time, there are growing concerns about the knock-on effects of the ban. While some consumers are switching to refillable products, others appear to be reverting back to smoking. It could be argued that, for price-conscious consumers, it risks fuelling demand for illicit cigarettes as a cheaper alternative."

"The scale of the problem is already stark. According to our latest KPMG report, more than one in four cigarettes smoked in the UK today is illicit – the highest level in two years¹⁴. Our illicit trade prevention manager, Catherine Goger, continues to work closely with retail partners to tackle the issue head-on, from educational campaigns through to test purchase operations at both local and global level. These steps are vital in supporting legitimate retailers and protecting communities as we move towards a smoke-free future."

Illegal tobacco is having serious ramifications on the incomes of honest

retailers, not only as it impacts their legitimate tobacco sales, but also as they miss out on wider basket spend with shoppers visiting other stores, reveals Nicky Small, corporate affairs and communications director at JTI UK. "The single use vapes ban has been used as an opportunity for some dishonest retailers to sell illicit products and we've seen this in the number of non-compliant products seized since the ban's implementation in June 2025," she says. "In addition, the proposed generational smoking ban as part of the Tobacco & Vapes Bill is likely to exacerbate the issue and turn more people towards the illicit sector as it will restrict adults' purchasing choices for legal tobacco products."

In response, JTI has launched a national campaign calling on the Government to do more to tackle the sale of illegal tobacco. "The 'It costs more than you think' campaign provides retailers and consumers

with the tools to report the illicit sale of tobacco and to raise awareness of the impact on local communities," she says. "Illegal tobacco costs the UK over £2bn every year in lost tax revenue¹⁵. That's money which is lining the pockets of organised criminals that could be reinvested into communities, used to regenerate high streets, or to ease the pressure on already-stretched local resources." She notes that the campaign is a call to action for honest retailers and a deterrent to those who are breaking the law.

However, Imperial Brands' Malm is a bit more reticent, saying it's still too early to be completely sure of the impact of the single-use ban on the vapes market. "What we can say is that the existing growth in the purchase and use of pod-based vapes has gathered pace due to the similar levels of convenience and extensive flavour choices when compared with disposable products," he says. "Illicit

Analysis

trade is a continuing issue in the market as a whole, but again it would be premature to make a judgment on the specific effects of the disposable vapes ban on illicit trade.”

Edge Vaping’s Vaughan says the ban has undoubtedly been disruptive, but notes that retailers who pivoted quickly to alternatives such as its Edge Liq nicotine salts and reusable pod systems are reporting smoother transitions and stronger retention of footfall. “Some consumers are recognising the value of reusable formats, but improper disposal of vape devices continues to trigger fires at UK waste facilities,” he reveals. “This suggests that products intended to replace disposables are being used much as they were before the ban.”

The company has also noted “a shift in freebase consumer behaviour”. “With fewer in-store options, some are turning to online channels to find their preferred products,” says Vaughan. “This creates both a challenge and an opportunity: without wider ranges on shelves, retailers risk losing shoppers to online competitors, but those who broaden their offer can win back loyalty and sales. At the same time, illicit trade has tried to exploit market uncertainty, which underlines the importance of providing trusted, UK-made alternatives.”

Retailers that invested in education and stocked suitable alternatives have navigated the ban effectively, says IVG’s Hctor. “The market initially saw some consumers stockpiling disposables at reduced prices, but stores embracing reusable systems and refill options have adapted quickly,” she notes. “Shoppers are moving toward pod-based devices, and retailers who trained staff and optimised merchandising are seeing faster recovery and stronger ongoing profits, with repeat pod and refill purchases laying the foundation for sustained growth.”

Is a smoke-free Britain realistic?

“A smoke-free Britain is somewhat achievable, but only if regulation supports harm reduction,” says Vaughan at Edge Vaping. “Overly restrictive measures risk pushing consumers back to tobacco or into the illicit trade, undermining both public health and environmental progress. We believe the answer lies in collaboration between government and industry



to create balanced, evidence-led policies. This could include revisiting tank size limits, shifting taxation towards batteries rather than liquids, addressing youth access through pricing controls, and introducing a retailer licensing scheme. The revenue from such schemes could fund Trading Standards, enabling tougher enforcement against non-compliant and illicit operators. Ultimately, this isn’t about avoiding regulation – it’s about ensuring legislation drives safer choices and supports the UK’s smoke-free ambition.”

When it comes to the successful

“Overly restrictive measures risk pushing consumers back to tobacco or into the illicit trade, undermining progress”

implementation of the Tobacco & Vapes Bill there is a lot of detail with which all parties will need to familiarise themselves, says Imperial Brands’ Malm. “Meanwhile, like any Bill, it will only ever be as effective as the manner and rigour with which it is enforced,” he notes. “The key, as always, will be to clamp down firmly on the illicit trade, which continues to damage the business of reputable retailers as well as doing significant harm to communities.

“In fact, figures show that 83% of smokers had bought illicit tobacco in 2024 – higher than in 2023 (80%) and 2022 (73%)¹⁶. In 2023, almost two-thirds of consumers claimed that repeated hikes in tobacco taxes coupled with increased living costs had impacted their purchasing habits and where they now choose to buy ‘cheaper’ (illicit) tobacco¹⁷. We strongly encourage retailers to report any potential illicit trade activity in their area to our sales

Beyond the ban: advice to retailers

At Edge Vaping, Vaughan believes retailers should adapt early, diversify their ranges and educate both staff and consumers. “Nicotine salts and pod systems are crucial for those moving away from disposables, freebase remains key for experienced vapers, and nicotine pouches attract new consumers looking for discreet, smoke-free options,” he says. “Merchandising also plays a vital role. Flavour-led displays help shoppers navigate alternatives, while clear shelf organisation ensures visibility. The retailers achieving the most success are those who combine a broad range with proactive

education, ensuring customers understand their choices.

“Flexibility to adopt new innovations as they emerge will further safeguard their category.”

Choice is what matters, agrees PML’s Ozcan. “Retailers who build a multi-category offering are better placed to help adult customers who still want nicotine but want to move away from cigarettes. 68% of independent retailers believe that success hinges on offering a varied product portfolio, a key factor in hitting every demographicⁱⁱ. Legal-age nicotine users want to find something that feels right for them. Whether that’s taste,

format or product experience – you need to be offering a product that fits into a variety of different moments throughout their day.”

Thriving in the post-ban market comes down to range, clarity, and visibility, observes IVG’s Hctor. “Stock across tiers, entry-level, mid-range, and premium pod systems, so no customer is left behind, paired with a full nicotine range from omg to 20mg,” she advises. “Choose retail partners who provide POS materials and merchandising support. In-store visibility tools like wobblers and window stickers attract trade, while grouping devices

with compatible pods and using explainers simplifies switching and encourages repeat purchases, setting stores up for sustained growth.”

At Imperial Brands, Malm recommends a focus on displays that look organised and appeal visually to all customers. “There are many products in the vaping category that retailers like to stock, but it’s important that they are carefully displayed to promote an organised look, avoiding overwhelming the customer,” he says. “This can help simplify the shopping process for customers and help retailers and their staff maintain stock levels effectively.”

teams who can then report it on our dedicated trade platform.

JTI’s Small is of the opinion that the potential introduction of the Tobacco & Vapes Bill has been an unwelcome burden for many under-pressure retailers at a time when convenience stores across the country have been facing unprecedented levels of theft, violence and abuse. “Retailers are worried about the proposed generational smoking ban a part of this Bill, fearing it will result in increased violent behaviour in their stores due to the future requirement for age verification of adults over 25 and concerns that it will lead to more illegal tobacco in their communities. Many are concerned that a generational ban will be impractical to enforce in-store,” she says. “Overall, 58% of retailers believe the generational smoking ban would have negative impact on their store¹⁸. This is up 15% from when the same question was asked in September

2024. The survey found that 84% of retailers believe the implementation of a generational smoking ban would lead to loss of income through lost tobacco sales, while 66% believe it would result in a loss of income because of illicit tobacco sales¹⁹.

“A major concern is that the illegal tobacco trade will only get worse if the Government proceeds with the proposed generational smoking ban, taking footfall and revenue away from law-abiding stores and giving criminals an increased customer base,” adds Small. “Our survey found that 87% of retailers agree that the proposed generational smoking ban would lead to more illegal tobacco activity in their local area²⁰.

“The proposed generational smoking ban will only play into the hands of criminals and will negatively impact on thousands of small convenience businesses across the UK. Indeed the author of a report on tobacco related

crime produced for the Home Office²¹, has clearly stated that ‘with the increase in tax on tobacco products and the proposed generational ban, the demand for stolen and counterfeit tobacco is set to increase dramatically’. We urge the Government to reconsider its approach and focus on tackling the root causes of the illegal trade rather than implementing a generational smoking ban.”

Where next for accessories?

“Right now, one of the clearest trends in accessories is poly-use,” says PML’s Ozcan. “Adult nicotine users are choosing more than one product type as part of their routine. Some might use heated tobacco when they’re at home, then switch to nicotine pouches when they’re on the go. That mix-and-match behaviour is shaping demand in stores.”

“Accessories are increasingly tied to reusable systems, which is why Edge

Analysis

Vaping is investing in our forthcoming pod device,” says Vaughan. “Designed to be simple, reliable, and high quality, it will pair seamlessly with our e-liquids and provide consumers with a long-term alternative to disposables. At the same time, nicotine pouches are emerging as accessories in their own right. Compact, portable, and discreet, they are fast becoming the modern replacement for traditional tobacco accessories.”

Imperial Brands’ Malm notes that, for cigarette papers, value-savvy consumers are increasingly migrating from king size into combi formats due to the added value and convenience they offer. “Alongside this, we’re also seeing growing demand for unbleached papers as consumers seek out papers with a more natural look,” he says.

“To help retailers tap into this trend, our combi range was extended at the start of 2024 to include a new Classic King Size Combi variant for our iconic Rizla brand... which includes 32 unbleached king size papers and tips to appeal to the rising number of smokers looking for papers with a more natural look and feel.”

Looking ahead: the last word

“Our message to retailers is that there is still a strong margin to be made from tobacco and vape products and, on that basis, they should seek to stock a wide range of both premium and value/economy products to cater for both those who are loyal to a premium, brands and those who are seeking the very best value,” says Malm from Imperial Brands.

The months ahead will bring adjustment, but also opportunity, says Edge Vaping’s Vaughan. “With disposables phased out, category growth will be driven by nicotine salts, pouches, pod systems, and continued demand for freebase. Retailers who have embraced this transition are already seeing their categories thrive. Our one piece of advice is this: work with trusted manufacturers, ensure compliance across your range, and invest in educating your customers. By doing so, retailers not only protect their businesses but also play a vital role in advancing the UK’s harm-reduction journey.”

All indications in the accessories and vaping market, which has been consistently strong over the last 12



months, is that the robust performance is set to continue, says Republic Technologies’ Anderson. “Our advice to retailers is to maintain focus on those tried and tested brands of choice, which are driving category growth, and note the appeal and impact of category-boosting, on-trend NPD, which adds interest at the fixture.”

IVG’s Hctor advises retailers to “stock a tiered device family with a full nicotine range, and train staff to explain it; this combination protects sales across segments and builds sustainable, long-term profits,” she says. She believes the UK vaping market is now settling into a post-disposable model, with reusable systems, refill pods, and device innovation driving repeatable revenue. “Retailers that embrace range, visibility and education are best placed to win, balancing entry-level accessibility with premium options and supporting customers with clear guidance,” she adds. “By embracing innovations, the category can broaden appeal across adult consumers, as long as compliance and transparency remain priorities.”

PML’s Ozcan believes that, looking ahead, the direction feels clearer than ever. “Smoke-free is the future,” he says. “For retailers, that means one thing: choice is everything. Stocking

across categories isn’t just about filling shelf space, it’s about meeting customers where they are on their journey away from cigarettes.

“Building a range that reflects the diversity of adult nicotine users today is vital. That flexibility is what will protect businesses and keep them continually relevant as the market changes.”

Sources

¹ <https://www.bbc.co.uk/news/articles/c2dn89389leo>

² <https://www.bbc.co.uk/news/articles/c4gq4l9x0qyo>

³ KPMG Report, 2025

⁴ PMI global estimates of total in-market sales of heated tobacco units, as of Dec 2024

⁵ PMI reported global shipment volumes and in-market sales estimates of nicotine pouch units, Dec 2023 to Dec 2024

⁶ ITUK Report on Trade, July 2025

⁷ ITUK Report on Trade, May 2025

⁸⁻⁹ VapeHub study of preferred flavours, June 2025

¹⁰ NielsenIQ, 10ml Total Convenience, 04.08.25

¹¹⁻¹³ Ext IRI Marketplace, 52 w/e 03.08.25

¹⁴ See 3

¹⁵ £2bn figure based on HMRC’s tax gap estimates for Excise Duty and VAT losses 2022 - 2023 <https://web.archive.nationalarchives.gov.uk/ukgwa/20250501185902/>

¹⁶⁻¹⁷ <https://www.gov.uk/government/statistics/measuring-tax-gaps> (select the table for 2024 and go to total 3.7. See lines 6 and 7 combined for 2022-2023)

¹⁶⁻¹⁷ TMA Anti-Illlicit Trade Survey 2024/2023/2022

¹⁸⁻²⁰ survey conducted for JTI by an independent agency between 28.04.25 and 08.05.25, n=3,000 UK adults aged 19 and over. To ensure the findings are representative of the UK general population, the data was weighted by age, gender, and region.

²¹ ‘Lighting Up’ report for the National Business Crime Centre, by Prof Emmeline Taylor, 2024: <https://tinyurl.com/dvm5k99d>

Vapes’ media image

¹ Important information: This does not necessarily equal a 99% reduction in risk. Veev One is not risk-free. ‘99% less’ represents the average reduction in levels of the 9 chemicals recommended for reduction in cigarette smoke by the World Health Organisation, who do not include nicotine. See <https://tinyurl.com/54r8zu3e>

Beyond the ban

¹¹ Research conducted by KAM, an independent consultancy, via a telephone survey with 201 symbol and unaffiliated independent convenience store retailers in Nov 2024

Introducing a Smarter way to vape

DETAILS

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Director
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Marketing Manager

KEY BRANDS

Smarter Mini
– 120g, RRP £9.99,
providing up to 800 puffs
per replaceable pod. Also
incorporates a replaceable
longer-lasting ceramic coil
(as opposed to a mesh coil),
which sits outside the pod
Smarter 6K
– 103g, RRP £12.99,
offering up to 6,000
puffs per refill, with a 2ml
+10ml rechargeable tank

Consumers now have a ‘Smarter’ way to vape thanks to a new product launched earlier this year by Republic Technologies (UK).

The sleek and stylish Smarter Mini range creates a category-boosting point of difference in vaping as it features new technology (patent-pending), providing the UK’s only vaping range with a ‘no mesh’ coil pod system, says Gavin Anderson, sales and marketing director at Republic Technologies (UK). Competitively-priced with a modern design, the full Smarter range comprises two products: the compact Smarter Mini and the Smarter 6K (see details left).

The rechargeable range features the 12 most popular vaping flavours, according to consumer research, including Strawberry Ice and Cool Mint.

“We set out to create a real point of difference in the vaping category and we’ve done so,” says Anderson. “The Smarter range is not only distinctly different, it makes use of innovative



“We set out to create a real point of difference in the vaping category and we’ve done so”

technology that provides consumers with an unrivalled vaping experience, enhanced by its stylish design. Smarter products are highly functional, enabling users to switch pods with minimal residue levels, while the eco-friendly devices reduce wastage.”

In-store visibility for Smarter products is boosted by a wide and eye-catching range of PoS.

SMARTER™

**VAPING REDEFINED
DYNAMIC PERFORMANCE**



SMARTER MINI



SMARTER 6K

S6000

**STOCK
UP NOW**



Leading next-gen innovation

DETAILS

NextGEN360 Ltd
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Stuart Vaughan
Head of Sales – Branded
Retail UK, NextGen 360 Ltd

KEY BRANDS

EDGE
– Edge's UK-made portfolio is available to stockists now. Retailers can explore the full range, register for a trade account, and stay updated on future launches at [wholesale](https://wholesale.edgevaping.com). edgevaping.com.

Edge combines market insight and world-class UK production to give retailers high-volume nicotine solutions with quality, consistency and broad appeal, notes the company.

“Edge Vaping has established itself as one of the UK’s most recognisable names in the nicotine category,” it says. “While freebase vape liquids remain central to its success, the brand has expanded into a wider offering of next-generation nicotine solutions designed to meet the evolving demands of UK consumers.

What sets Edge apart is its commitment to uncompromising quality, safety, and a modern approach to harm reduction, it adds. “For over 10 years, every product has been proudly manufactured in the UK under rigorous standards to ensure consistency and reliability. From e-liquids to nicotine pouches and a soon-to-launch new pod system, Edge has built a portfolio that reflects both innovation and trust. By combining homegrown manufacturing with a consumer-first ethos, the brand delivers nicotine solutions that fit seamlessly into everyday life.”

Earlier this year, Edge introduced Edge Liq, a nicotine salts line created in response to shifting consumer needs. Built on market data identifying the most popular disposable vape flavours, Edge Liq was designed to give consumers a seamless transition when the disposable ban came into effect in June, explains the company.

Recent figures highlight the growing strength of nicotine salts, which now account for 46% of UK vape sales, compared to 54% for freebase¹. “With the gap narrowing, there has never been a better time for retailers to begin stocking nicotine salts,” adds the company. “The Edge Liq range spans 19 bold flavours from Watermelon Ice to Blue Sour Raspberry and is available in three nicotine strengths. By combining familiarity with quality and choice, Edge Liq positions itself as a reliable solution in the post-disposable landscape.”

The rise of tobacco-free nicotine pouches has also reshaped the reduced-risk category in the UK, and Edge has



“EDGE LIQ spans 19 bold flavours and is available in three nicotine strengths”



been quick to establish its presence.

“Edge Nicotine Pouches are designed for discretion and convenience, offering a clean, smoke-free experience anytime, anywhere,” it says. “The range includes a variety of strengths and flavours, from refreshing mint to bold fruit blends, giving consumers freedom to choose what suits them best.”

Produced in Edge’s industry-leading UK manufacturing facility and supported by a world-class GD pouching machine with an annual capacity of 432m pouches (equivalent to 21.6m cans), the products are built to exacting standards.

“Compact and portable, Edge Nicotine Pouches deliver a satisfying release of nicotine without combustion, vapour, or tobacco positioning the brand as a serious contender in this expanding market,” adds the company.

Looking ahead, Edge is preparing to unveil a new pod system later this year. Designed with simplicity and innovation in mind, this will provide consumers with a fresh alternative in vaping. Although details are still under wraps, the launch signals Edge’s next step in delivering accessible, high-quality solutions and reinforces its aim to evolve with consumer demand.

Source

¹ NielsenIQ, 04.08.25

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Welcome to the world of FUMI

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KEY CONTACTS

Alastair Williams
Commercial Business
Manager – United
Kingdom, FUMI

KEY BRANDS

FUMI
– **Minty Blueberry: A space to be subtle**
Refreshing mint meets sweet blueberry notes for a cool berry sensation.
Strong 8 mg/pouch
– **Fiery Mango: A space to be striking**
A sweet, tropical mango flavour with a subtle fiery twist.
Strong 8 mg/pouch
– **Tangy Strawberry: A space to be summery**
Sweet strawberry taste balanced by a tangy twist.
Strong 8 mg/pouch
– **Freezy Mint: A space to be open**
Brisk and refreshing mint flavour.
Extra-strong 11 mg/pouch

✚ The UK ban on single-use vapes has disrupted the smoking alternatives market, and nicotine pouches are poised to seize the initiative. Small, discreet when in use and packed with flavour, pouches are becoming increasingly popular – and Fumi is set to benefit by bringing its showstopping products to the UK. Its bold flavours, including Freezy Mint and Fiery Mango, offer consumers a choice of options, with three different strengths: 4mg, 8mg and 11mg.

Why stock it?
The nicotine pouch category is growing – and Fumi has the bold flavour experiences customers will return for, explains Alastair Williams, commercial business manager – UK for Fumi. “With a range of nicotine strengths, Fumi delivers quick flavour release and a long-lasting taste experience in slim, premium pouches. The brand can boost your business and its carefully curated range caters to every preference.”

How to stock it
1. Fumi recommends smart secondary siting as the perfect way to stock its product: strategic placement using till-point positioning significantly boosts sales.
2. Transform store browsers into buyers by using Fumi’s impactful supplier-provided PoS materials, which can influence purchase decisions and boost category engagement.
3. Fumi’s core flavours are Freezy Mint



“Each flavour, each strength is somewhere new for people to experience”

(Extra Strong 11mg) and Fiery Mango (Strong 8mg), so these should be fixed at eye level on main fixtures, with messaging in secondary locations.

So why FUMI?
“Fumi is offering something new in the UK’s growing nicotine pouches sector: bold colours and a range of blockbusting quick-release flavours in a variety of different strengths that offer adult consumers plenty of choice,” notes Williams. “But they are also a space for people to explore. Our slimline pouches offer the chance for customers to be curious and find their own space. Each flavour, each strength, is somewhere new for people to experience.”
Nicotine pouches offer consumers one quality vapes cannot: discretion. There is no vapour, no scent and no breaking social norms. Instead, consumers simply slip a slim pouch into their mouth, lodging it between their gum and the inside of their top lip.
“Fumi is seizing the initiative with its showstopping products and different strengths,” he adds. “With bold colours and arresting flavours, such as Salty Raspberry and Freezy Mint, Fumi is already making waves in the UK.”



HEALTH WARNING
This product contains nicotine which is a highly addictive substance.

DRIVE SALES WITH FUMI.

The UK's Super Fast Growing
Nicotine Pouch brand**

FUMi delivers brilliant taste with
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Maximise the growing nicotine
category. Give your customers
what they are looking for.



The category is booming – **are you ready to capitalise?**

* Fumi Number 1 NPD Brand - Last 12 Weeks Volume & Value - Source "IRI - Total MarketPlace Date to 03/08/25" NPD - SKU launch within the latest Quarter

This product contains nicotine which is a highly addictive substance.



VAPE LOCAL

To become a stockist please visit:
vapelocal.info/fumi or call 0330 124 2183



Offering choice and NPD

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UK Market Manager
Morgan Lee
Ireland Market Manager

KEY BRANDS

blu
Golden Virginia
JPS Players
Lambert & Butler
Paramount
Regal
Richmond
Riverstone
Rizla

 In the competitive UK tobacco category, Imperial Brands has consistently maintained strong market share and overall performance in 2025, says Andrew Malm, UK market manager for the company.

“Players remains our biggest seller, with market share of 8.91%¹ – while other established brands such as L&B Original and Richmond continue to perform well. However, a top performer is our newest addition – Paramount. Launched last autumn, Paramount combines exceptional quality with great value. Catering to the UK market where the majority of cigarettes feature Virginia blends², the brand has quickly gained market share to become the fastest-growing cigarette brand in the UK³.”

In roll-your-own tobacco, the Golden Virginia family of GV Original, GV Amber and GV Yellow continues to maintain and grow market share⁴, adds Malm. “Overall, we have seen consistent performance from established brands and rapid growth from new additions in both cigarettes and rolling tobacco.”

It has been a significant year in the next-generation nicotine products category too, with the June 2025 ban on disposable vapes leading to a different regulatory landscape for retailers, notes Malm. “Imperial Brands has worked alongside the retail community to deliver compliant vaping solutions and support for this shift, aimed at smoothing consumers’ transition to a post-disposable vape world,” he says. “Our flagship blu brand has achieved significant growth in the grocery channel in terms of share of sales within the vaping category. In one of the big four UK supermarkets, blu has enjoyed a 55.7% uplift in sales value⁵.”



“We have seen consistent performance from established brands, and rapid growth from new additions in both cigarettes and rolling tobacco. We have also witnessed the launch of some significant product enhancements in vaping”

New products for a new era

“We have also witnessed the launch of some significant product enhancements designed to tap into the trends that dominate the vape category in 2025,” he adds. “This included a significant expansion to our range of blu pod flavours, developed specifically to appeal to those transitioning from disposables. Fruity flavours have grown in popularity among users of vape products, and customers can now buy and try a total of 15 flavours of blu pods – compatible with both the rechargeable vaping blu bar kit, launched in 2024, and our newest rechargeable vaping device, the blu box kit, launched this year.”

Flavour options are a compelling selling point for consumers; however, convenience and ease of use also remain important considerations, observes Malm. “So, our new, compact and discreet blu box kit complements our existing and successful blu bar kit and blu pod offering,” he says.

“Catering to the 25% of disposable vape customers⁶ who prefer a box format vape device, the blu box kit it is a fantastic stocking choice, as it is expected to be popular with 21- to 30-year-old adult vapers, and particularly female customers who prefer discreet vaping devices that fit in the palm of their hand.”

Source
¹ ITUK Report on Trade May 2025
² ITUK EPOS & EDFM data as at August 2024
³ IMB Report on Trade Jan 2025
⁴ Report on Trade August 2025
⁵ 1731487 dh Shop Performance in detail report. Period: 01.10.24 to 29.12.24
⁶ EPOS January 2025

* Based on ITUK RRP as at August 2025. For the avoidance of doubt, retailers are free at all times to determine the selling price of their products.
** Puff count is a maximum estimate of one-second puffs per pod based on lab testing of newly manufactured products. Actual number of puffs may vary depending on individual usage and flavour.



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MOISTURE



BLEND TYPE

Smooth Specialist

PACK SIZES

30g, 40g, 50g



— YELLOW —



MOISTURE



BLEND TYPE

Smooth Specialist

PACK SIZES

30g, 40g, 50g

— AMBER BLEND —



MOISTURE



BLEND TYPE

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KEY BRANDS

IVG Pro
IVG Savr
IVG 2400 4in1
IVG Smart Max
IVG Intense Salts

The disposable vape ban has reshaped the UK market, prompting rapid adaptation from manufacturers and retailers alike. Reusable pod-based systems and expanded nicotine choices are emerging to meet adult consumers' evolving expectations. Retailers navigating these shifts face the challenge of offering choice while remaining compliant, sustaining repeat usage, and delivering category value.

"With the UK vaping market evolving rapidly, retailers who adapt by offering a diverse range of devices and nicotine strengths are best positioned for growth," says Jacqueline Hctor, commercial director at IVG. "From entry-level systems to high-performance devices, providing choice across one trusted brand helps adult consumers find what they need while supporting repeat sales and long-term loyalty."

High capacity, high performance

Premium devices continue to attract experienced vapers seeking long-lasting performance and reliability, notes Hctor. Features such as higher puff counts, larger batteries, and advanced coil technology illustrate the market's shift toward convenience and durability. For consumers, these devices reduce replacements and provide a consistent experience. For retailers, they deliver repeat sales from replacement pods, while complementing entry-level and mid-market ranges.

Stock diversification

In today's market, retailers benefit from diversifying stock across entry-level, mid-market, and premium devices. Entry-level systems, with compact designs and simple charging, appeal to newcomers or value-conscious vapers. Mid-market devices, with enhanced features such as longer battery life and display screens, provide greater user control and



“With the UK vaping market evolving rapidly, retailers who adapt by offering a diverse range of devices and nicotine strengths are best positioned for growth”

satisfaction. Premium devices offer high puff counts and superior performance for experienced users. A tiered range means retailers can foster loyalty and capture repeat sales across multiple segments.

Meeting adult consumer needs

Consumers increasingly expect a variety of nicotine strengths – most commonly 20mg, 10mg, and 0mg – to suit different vaping journeys. Higher strengths support smokers transitioning to alternatives, while lower strengths appeal to those reducing intake.

Retailers who stock this full spectrum attract a wider customer base and enable customers to retain the same device system as their needs evolve. For consumers, nicotine choice means greater control over the vaping experience, whether stepping down

gradually, finding a balance, or enjoying consistent performance from their pods and devices.

Building retail resilience

Embracing a full spectrum of nicotine options builds resilience against future regulatory or market changes. By adopting this approach retailers can secure sustainable revenue, foster consumer loyalty and remain competitive.



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IQOS ILUMA PRIME
IQOS ILUMA ONE
ZYN
TEREA SILVER
TEREA PEARLS
VEEV ONE

Adult smokers are increasingly switching to smoke-free products that suit the varied moments in their daily lives. There is no longer a 'one size fits all' product that retailers can stock to meet the needs of their customers. As such, Philip Morris Limited (PML) is dedicated to driving a multi-category, smoke-free portfolio, says the company.

Driving choice

Philip Morris' range of heat-not-burn, nicotine pouches and vapes offers compelling alternatives that deliver on taste, quality and product experience, it notes. "As the world's No.1 heat-not-burn device¹, Iqos now accounts for 95% of heated tobacco volume sales in the UK², earning a 5% share of the general tobacco market. Nearly 50% of UK nicotine users recognise the Iqos brand³ and this awareness has led to more adult smokers switching to Iqos Iluma⁴."

Similarly, Zyn nicotine pouches have risen by 497% in volume in a year⁵, reports PML "As the world's No.1 nicotine pouch brand⁶, Zyn resonates with legal-age nicotine users for its high quality and convenience," it says.

"To complete the portfolio, the Veev One pod-based vape device, featuring advanced heating technology and premium e-liquids made from high-quality nicotine, offers up to 20 different flavours – ideal for adult users looking to switch from cigarettes to vaping."



“By positioning the range at varied price points, a smoke-free future is accessible for as wide a range of legal-age nicotine users as possible”

Thinking forwards

By positioning the range at varied price points, a smoke-free future is accessible for as wide a range of legal-age nicotine users as possible, says PML. "The Iqos Iluma series (see left) are all built with the same revolutionary technology at their core but designed to address varied preferences and different price points, ranging from £29* RRP for the Iqos Iluma One to £79* RRP for Iqos Iluma Prime."

Philip Morris continuously evolves the product experience with new flavours and devices that cater to dual/poly-usage – where consumers use more than one product for nicotine delivery. "Terea Silver is this year's newest flavour launch in the Terea range, offering a balanced, toasted tobacco blend refined with spicy herbs," it says. "We also launched six new capsule-based Terea Pearls flavours, including Strawberry & Basil and Blueberry, which transform taste to Menthol with a simple 'click'."

Zyn also continues to offer new strengths and flavours. "The new 1.5mg nicotine pouches are suitable for adult nicotine users who want to try them for the first time," explains PML. "New Apple Mint and Spearmint flavours work alongside existing favourites, such as Cool Mint, Citrus and Black Cherry, to ensure retailers have a varied product offering to meet every need."

"Plus, with a brand-new Iqos device landing early next year, retailers can rely on PML to guarantee variety, ritual and real taste satisfaction."

Source

¹ PMI global estimate of total In-Market Sales of Heated Tobacco units as of December 2024

² Third Party Sales Data, July 2025

³ NCPT, Q2-25

⁴ Philip Morris International Quarterly Earnings Report, released 23.04.25, Earnings Slides – Q1 2025 [FINAL]

⁵ Third Party Sales Data, December 2023 to December 2024

⁶ PMI reported global shipment volumes and in-market sales estimates of nicotine pouch units, from December 2023 to December 2024.



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Does your range meet the demands of your legal-aged nicotine consumers?
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