

Tobacco, vaping & accessories



Analysis

Beyond the call of duty

It's a tough world out there for the tobacco, vaping & accessories industry, with widespread regulation reshaping the market and attracting praise and criticism in equal measure

➔ Reducing adult smoking to 5% or less lies at the heart of the UK government's 2030 UK smoke-free ambition – and measures to arrive at that target are already in full swing, with the Tobacco and Vapes Bill gaining Royal Assent on 29 April this year. With legislation making it illegal to sell tobacco products to anyone born on or after 1 January 2009 as of 1 January 2027, future generations “will now be saved from the harms of smoking”, according to the government, which has described the Bill as an historic step towards a smoke-free UK¹.

While MPs voting for the Bill were in the vast majority, with 360 voting for and 42 against in its final reading in the House of Commons, the move is not short of other supporters, who have queued up in their backing for the move². Hazel Cheesman, chief

executive of Action on Smoking and Health, described it as a “truly watershed moment” in public health. “It is no longer a question of if smoking will end but rather a question of when,” she notes. Meanwhile, Greg Fell, president of the Association of Directors of Public Health, called it “the greatest piece of public health legislation in a generation and ... a huge landmark”.

However, the Bill is also not without its detractors. As reported in an online article in *The Critic* magazine³, Jack Rankin, conservative MP for Windsor, claimed that the Bill had been driven “more by puritan ideology than by evidence or practicality”, saying it would create “two tiers of adults” and “turbo-charge an already thriving black market”.

The *Critic* article also cites some pretty damning statistics on what it

describes as the “booming” black market, with estimates that roughly 2bn illicit cigarettes are consumed in Britain per year⁴, “flowing through networks that fund organised crime”. It also notes that duty receipts have fallen by around 10% or £414m in just six months. “As Australia’s experiment with draconian tobacco regulation has demonstrated, prohibition does not eliminate demand, but redirects it into the hands of criminals,” it says.

However, while the generational ban will play out over the longer-term, applying to those who are 18 years old or younger from implementation in 2027 and, by 2036, to anyone 27 or younger, secondary legislation from the Bill, such as the restrictions on vaping flavours, packaging and display to limit appeal to children, and the introduction of a licensing scheme for



Contents

Analysis	2
As the Tobacco and Vapes Bill gains Royal Assent and the Vaping Products Duty looms on the horizon, the tobacco, vaping and accessories category is faced with tough legislation on which it has to pivot swiftly – and this in a market where consumer spending is constrained. So how are suppliers reacting to the changes so far, and what advice do they have for their retail customers in the face of such monumental challenges?	
Continental Tobacco Group	8
Targeting female consumers with its stylish nicotine pouch offer	
Imperial Brands UK	10
Meeting customer and market demand with its latest NPD	
Juul Labs UK	12
Offering pod-based devices to help adult UK smokers make the switch	
Scandinavian Tobacco Group ..	14
Capitalising on the rising popularity of nicotine pouches and cigarillos	

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tobacco and vape retailers in England, Wales and Northern Ireland, are set to have a more immediate impact on both manufacturers and retailers.

“It gives the government new powers to ban advertising and regulate hardware, flavours, display in retail, product registration, retail licensing and packaging,” says Karen King, director, international government affairs at Juul Labs UK. “Public consultations, due to be launched by government, will help shape the secondary legislation necessary to implement new changes for the industry. Crucially, the measures introduced by the Bill will help to raise the bar on responsibility within the industry, ensuring that it remains focused on supporting adult smokers in their journeys to switch to less harmful alternatives.”

Meanwhile, regulatory waves keep arriving on the industry’s doorstep, as the Vaping Products Duty, due to be introduced from 1 October 2026, could well lead to significant price increases on vapes of all sizes; the new duty on vaping products will be charged at a flat rate of £2.20 per 10ml. “Larger format products, such as popular 10+2ml format big puffs, and 10ml liquid refills will see larger increases and could see a bigger hit to consumer demand as a result,” notes King.

Fluid performance

Amid the challenges posed by legislative moves, the market is already shifting towards a new normal, particularly following the disposable vapes ban in June last year.

For retailers, traditional tobacco is in terminal decline and is no longer

the retail driver that it was, as the UK moves towards its Smokefree 2030, ambitions, says King. She bases this on the evidence of over £800m wiped off the value of traditional tobacco products in 2025, with £512m off factory-made cigarettes and almost £290m off roll-your-own (RYO) tobacco, as reported by The Grocer in December 2025⁵. “This follows a similar decline of £824m in 2024,” she notes.

However, smoking alternatives have mitigated much of these losses as consumers move away from combustible tobacco products to potentially less harmful alternatives, she adds. “Vaping is the largest segment within smoking alternatives in tracked channels, accounting for over 80% of the category, although value sales have declined,” says King. “The overall vape category is worth £1.67bn a

Analysis

year in tracked retail⁶ of which £1.5bn is vaping products⁷ and £167m in heated tobacco products. While category sales are down -16% over the last 52 weeks following the single-use vapes ban⁸, sales have gradually recovered as more smokers make the transition to alternatives. That includes nicotine pouches, which are now worth £176m in annual sales and continue to grow strongly, with sales up 53% compared with the prior year⁹.”

Meanwhile, the pods and refills category is worth £1.3bn a year in tracked retail channels, more than doubling in size following the disposables ban in June 2025¹⁰, adds King. “Many brands have seen declines due to their over-reliance on disposables. Bucking the trend, Juul2 sales have remained stable due to a loyal customer base.”

Latest data from Scandinavian Tobacco Group shows that total UK nicotine pouch sales have now reached £229m and are growing by 55% year-on-year in volume terms¹¹, reveals Prianca Jhingan, head of marketing. “Although more sales currently take place in the grocery channel, they continue to grow fastest in the convenience channel,” she notes. “In fact, our latest data shows pouch volume sales have grown by 69% in the last 12 months in convenience stores¹², with our own XQS brand selling particularly well in this sector.”

In terms of more traditional categories, the total cigar category is currently worth just over £350m in annual sales¹³, with the cigarillo segment now easily the largest of the four segments in terms of volume, recently overtaking the other three combined in terms of value, reveals Jhingan. “Sales from the cigarillo segment currently account for just over £176m of that £350m total¹⁴, while the other three segments (miniature, small and medium/large) combined account for £172.5m¹⁵,” she says. “The remaining c£2m is made up of handmade cigar sales.”

At Imperial Brands, UK market manager Andrew Malm observes that price remains key across the board, as economic pressures continue to bite. This means many consumers are shopping around to find products that give them an enjoyable smoking experience without hitting them too hard in the pocket, he says. In turn, this



is driving sales of economy and value products, especially in the cigarettes sector, where these sub-sectors account for 72% of cigarette sales¹⁶.

However, at the opposite end of the

scale, consumer loyalty to familiar trusted brands means they are willing to pay a premium. “This is especially the case in RYO, where the premium price sector holds the largest share of the market at 37%¹⁷,” he explains.

The RYO-associated cigarette paper sector also sees value-savvy customers increasingly migrating from king size into combi formats, due to the added value and convenience they offer, adds Malm. “Alongside this, we are seeing demand for unbleached papers as customers seek out varieties with a more natural look. More generally, continued demand for intense tobacco

“In 2024, 83% of smokers purchased illegal tobacco, up from 80% in 2023 and 73% in 2022²¹. Rising tobacco taxes and the cost-of-living challenge are driving this”

Making the most of flavours

Retailers need to offer flavour variety in vaping to ensure adult smokers have a range of options to try and reduce their cigarette usage, says Juul Labs' King. "Fruit flavours now account for 48% of the categoryⁱ and 51% of adults have a strong preference for fruit flavoursⁱⁱ to support their switching journey," she reveals. "Within refill pods, fruit flavours have grown substantially in popularity to over 55% of the category sales following the disposables ban in June 2025ⁱⁱⁱ."

The company recently launched a new Peach flavour to its Juul2 pods, adding to its existing Apple, Mango, Watermelon and Lychee flavours. The new flavour rolled out in January through major retailers, wholesalers and convenience stores, reveals King.

In vapes, fruit flavours remain by far the most popular, being a choice of 83% of vape users^{iv}, followed by mint, menthol and mint combo flavours^v, maintains Imperial Brands' Malm. "And, with the cost-of-living crisis continuing to have an impact on household budgets, customers will be looking for rechargeable devices where there is also a decent range of flavours for the refillable pods and cartridges," he says.

The company has expanded its blu vape flavour range with the addition of Sour Berry and Creamy Tobacco and Malm says consumer demand reflects a trend towards differentiated and less synthetic fruit flavours in the category. Meanwhile, the Creamy Tobacco option was developed in direct response to

a growing demand for tobacco-inspired options among users of pod-based systems, particularly former cigarette smokers who enjoy the taste of tobacco, and those who smoke and vape, in the 29-41 age group.

Imperial Brands has also introduced its Zone range of high-quality nicotine pouches in five flavour options, including Sweet Mint, Cool Mint, Watermelon Ice, Juicy Peach and Berry Blast.

In the pouch sector, mint is the most popular flavour, but fruit flavours are doing well too, agrees STG's Jhingan. The company's current best-sellers are the Tropical and Black Cherry flavours, while other popular varieties include Arctic Freeze and Strawberry Kiwi. New packaging on STG's rebrand of its XQS range features a new flavour profile indicator on the side,

showing consumers the degree to which each SKU is sweet, fresh, zesty, tangy or icy, she reveals. The new packs also feature nicotine strength indicators on the front and the whole range has a much bolder image, with bright gradients of colour. Jhingan adds that there is plenty of exciting news to come from the XQS brand in 2026, including some new flavours.

Meanwhile, Continental Tobacco Group has a mini pouch range for its Slay brand in Raspberry Sky, Matcha Mint, Sweet Emotion and Mad Menthol versions. This flavour range brings a more distinctive sensory profile to the shelf, says Bhagvat. "Innovation at Slay is about making the category feel more relevant, refined and usable for nicotine users," he says.

blends and greater variety is driving sales in smoking accessory products such as flavour cards and menthol filter tips," he says.

As for nicotine pouches, top factors driving product selection, according to recent research, are good taste, taste duration, freshness and a wide range of flavours¹⁸, notes Malm. "Customer choice of nicotine products is also driven by the need for a fast-acting and intense nicotine kick, coupled with long-lasting flavour. While nicotine pouches are available in a variety of strengths, this is also an area driving choice for customers with

9-12mg strength products, currently accounting for 43.4% of the market¹⁹."

Continental Tobacco Group sales manager Mit Bhagvat believes adult nicotine consumers are looking for products that fit discreetly into everyday life – hence the appeal of nicotine pouches. The company has identified that many female consumers feel that, historically, the category has not been designed with them in mind, and is looking to address that through its more 'female-first' offer. "Discretion, flavour and a more considered product experience have emerged as important choice drivers," he says.

Life since the disposable vapes ban

Juul Labs' King suggests the vast majority of retailers have now transitioned to selling reusable and rechargeable vaping formats. "Data estimates suggest that the number of devices being sold year-on-year has reduced by 52%, which is evidence of the success of the disposables ban," she says. "Unfortunately, law enforcement and Trading Standards are still finding that unscrupulous retailers are selling non-compliant products or to those underage on a daily basis. So, there is still work to be done to ensure the disposables ban achieves its aim of

Analysis

reducing environmental waste and reducing youth appeal.

“Our advice is that retailers should only purchase from legitimate manufacturers and wholesalers/distributors but also take time to do their own due diligence to ensure the products they stock comply with current UK regulation. This include pod volume (no more than 2ml), nicotine content (no more than 20mg/ml), child-resistant packaging, and quality marks (CE and/or UKCA only), as well as the mandatory UK on-pack nicotine warnings. Retailers should also ensure that they stock pods or refills of every device they sell. A list of compliant products is available from the Medicines and Healthcare Regulatory Agency (MHRA) E-cigarette and Vape Products Guidance Hub²⁰.

“It is critical for retailers to ensure they are stocking and selling legal products as non-compliance can result in fines of up to £20k, seizure of stock, or even imprisonment,” she adds.

While the disposable vapes ban has clearly had an impact on nicotine pouch sales, the main factor driving the positive trajectory of the category is down to a growing number of nicotine users now discovering what a great option pouches are for them, due to their discreet and portable nature – and the great flavours available, maintains Scandinavian Tobacco Group’s Jhingan. “There is no doubt that nicotine pouches are fast becoming a key part of next-gen nicotine,” she says. “Following the disposable vapes ban last summer, both tobacco smokers and an increasing number of vapers are now entering the nicotine pouch category in growing numbers, with sales increasing accordingly.”

However, at Imperial Brands, Malm points to the elephant in the room – illicit trade – which he says remains a huge challenge in the tobacco and vaping category. “In 2024, 83% of smokers purchased illegal tobacco, up from 80% in 2023 and 73% in 2022²¹,” he says. “Rising tobacco taxes, along with the cost-of-living challenge, are driving illicit trade in the UK – with many consumers seeking cheaper products. In some cases, this means turning to illegal sources for their tobacco and vaping needs.”

Malm advocates a collaborative approach across the industry, with retailers, distributors and



manufacturers working together to actively combat the illegal trade by staying vigilant and taking swift action when suspicious activity arises. “We’d always advise retailers to check their supply sources rigorously, and to continue to be wary of potential suppliers offering products that may be illicit.”

In addition, he says, Imperial Brands strongly encourages retailers to report any potential illicit activity in their area to its sales teams, who can then pass this on to its dedicated trade platform.

“Retailer input on secondary legislation consultations will be vital in ensuring the practical realities of running a retail business are understood”

Alternatively, retailers can contact the company directly through email on suspectit.reportit@uk.imptob.com.

Display and presentation

Asked what advice they would give retailers on displaying the range of offer now available in the tobacco, vaping and accessories market, Juul Labs’ King says they should stock a range of alternative options that offer adults who smoke the choice to start and continue their switching journey away from combustibles. “In service of this mission, the most important element is focusing on trusted and responsible brands that effectively support adult smokers to switch, such as Juul2, which have proven their efficacy through scientific and behavioural studies,” she says. “Retailer should also pay attention to the forthcoming point-of-sale (POS) restrictions where the government will give specific guidance and rules on how to merchandise in the retail space.

the entire supply chain, says Juul Labs' King. "This period will be defined by how the industry prepares for a new era of high-standard regulation, specifically concerning:

●The Vaping Products Duty: with registration for the new duty and Stamp Scheme having opened recently, manufacturers and retailers must adapt their pricing models and inventory management ahead of the October implementation;

●Secondary legislation consultations: the industry's focus will shift to the upcoming government consultations that will define the specifics of flavour restrictions, packaging, advertising and retail displays."

As the bar is raised on responsibility, King expects a significant consumer and retail shift towards trusted, compliant brands. "For Juul Labs, this isn't just about following rules," she says. "It's about improving trust across the category by moving away from the remnants of the single-use era and towards a professionalised sector that prioritises adults who smoke to transition away from cigarettes with responsible products, such as Juul2."

Imperial Brands' Malm agrees that the Tobacco and Vapes Bill, along with longer-term ramifications is the key impact on the market this year. Apart from the generational ban, most of the significant changes, including potential restrictions on flavour descriptors, retail display, and the introduction of a retail licensing scheme are expected to follow later in the year, once consultation has taken place and detailed regulations have been introduced. As he emphasises, most of the measures will not come into force straight away, but will be phased with many areas subject to further public consultation before being implemented.

Also, Imperial Brands expects the Department of Health and Social Care to publish further guidance alongside a detailed implementation roadmap and timetable for this secondary legislation. "These will be critical in helping retailers understand how and when specific measures will take effect," he notes. Further clarity on these from Government will allow the company to support retail partners with clear practical advice on what they need to do and when, he adds.

In the meantime, however, Malm

urges retailers to take the opportunity to engage with the consultations as they come forward, saying: "Their input will be vital in ensuring that the practical realities of running a retail business are properly understood as the detailed rules are developed."

It's clear that the tobacco, vaping & accessories industry is going to be a source of media scrutiny and interest for some considerable time. Taking into consideration the general shift by consumers towards healthier habits and the overwhelming government support for the generational smoking ban, it seems unlikely – at least at present – that this could eventually be repealed, as happened in New Zealand when the government there found itself needing to fund tax reduction²². For most industry suppliers, the writing has been on the wall for some time, and they have embarked on clear moves towards alternatives to traditional tobacco products, such as vaping, heated tobacco and nicotine pouches.

However, as the most popular combustible tobacco alternative, vaping has also come under fire for what has been seen as irresponsible marketing of flavours and colours that might appeal to underage consumers. And while this is one of the targets of the secondary legislation from the Tobacco and Vapes Bill, it will be interesting to see how far major suppliers can defend their position on vapes as the accepted way for adult nicotine users to quit traditional tobacco for good.

This is particularly relevant given the looming Vaping Products Duty, which will hit hard for consumers in a market already straitened by a tough ongoing cost-of-living environment. Suppliers may well find out that the strain on wallets proves the real defining factor shaping how they move forward in this new-normal world.

Sources

- ^{1,2} <https://www.gov.uk/government/news/tobacco-and-vapes-bill-becomes-law>
³ <https://thecritic.co.uk/the-tobacco-and-vapes-bill-is-a-masterclass-in-self-defeat/>
⁴ <https://tinyurl.com/yc5h8jkr>
⁵ NIQ/The Grocer Top Products Survey: <https://tinyurl.com/bdF8ry6b>
⁶⁻¹⁰ Circana, Total Marketplace, MAT data to 22.02.26
¹¹ IRI MarketPlace, Value and Volume sales, 52 w/e 15.03.26
¹²⁻¹⁵ IRI MarketPlace, Value and Volume sales, 52 w/e 15.02.26
¹⁶⁻¹⁷ ITUK, Report on Trade, July 2025
¹⁸ H2H research (UK, AT, GE), 2025 – Product Choice Drivers
¹⁹ EPOS data, Oct 2021 to June 2025
²⁰ MHRA <https://tinyurl.com/35e3z9vh>
²¹ See 16-17
²² <https://tinyurl.com/3zm2d7pe>

Making the most of flavours

- ¹⁸ Circana, Total Marketplace, 12 w/e 22.02.26
¹⁹ Total Retail EPOS, SPOT October 2025
²⁰ VapeHub study of preferred flavours, June 2025

However, Imperial Brands' Malm says that while there are restrictions on advertising tobacco products, currently at least, retailers can use POS and in-store marketing materials to signal to shoppers that they carry popular and trusted vape brands. "Featuring well-known brands like blu, either with an installed gantry, CDU or POS, can help to drive engagement with shoppers as it immediately signals to them that the retailer stocks a range of high-quality vape products," he says.

That said, he advises careful display to promote an organised look, avoiding overwhelming the customer. "This can help simplify the shopping process for customers, and help retailers and their staff maintain stock levels effectively," he notes.

The road ahead in 2026

While the Tobacco and Vapes Bill has dominated headlines recently, the next few months represent a transition for

Harnessing the power of SLAY

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SLAY Nicotine Pouches

As more women move from smoking and vaping to nicotine pouches, Slay offers a gentler, smoother experience and more stylish product in a category that is still mostly aimed at men, says sales manager Mit Bhagvat.

Nicotine pouches are one of the fastest-growing products in grocery stores right now. According to the 2025 Nicotine Pouch Report, sales in retail shops grew by more than 50% last year¹, and the reason is simple: customers are changing. Smokers and vapers are choosing pouches in large numbers, with 57% of pouch users switched from smoking, and another 27% moved across from vapes².

“This trend matters even more now that the single-use vape ban has reduced sales for many stores,” says Bhagvat. “Pouches are small, tidy and simple to display – they take up little space. For your nicotine section, they offer real growth at a time when other products are under pressure.”

Retail opportunity

Women are already a key part of the category growth, as one in four pouch users is female³. But most pouch brands on the market today are designed with men in mind: bold packaging, strong flavours and high nicotine levels.

“The women’s side of this market is not being served well,” notes Bhagvat. “Slay was built to change that. A female team at Continental Tobacco created Slay to fill this gap, offering something smoother, softer and more stylish, with products that are designed to feel more comfortable and approachable.

“For a retailer, Slay offers two clear benefits: it makes the pouch section look more varied, as most current pouch brands look very similar next to each other; and it helps give female customers, who are moving away from smoking and vaping, a reason to buy.”

Slay’s proposition

Slay is easy to explain to customers, says Bhagvat. “It is tobacco-free. The pouches are small and discreet – comfortable to use and not visible when in the mouth. The flavours are long-lasting, and the nicotine level is lower



“Women are already a key part of the category growth, as one in four nicotine pouch users is female³. But most pouch brands on the market today are designed with men in mind: bold packaging, strong flavours and high nicotine levels. SLAY is different”

than most competing brands, with less of a burning feeling on the gum. The packaging is clean and premium.”

Slay’s packaging is also designed to catch the eye quickly, and stand out next to bolder, more masculine brands. It comes with branded display support for clear presentation in-store. “A well-placed, eye-catching product sells itself faster – and brings customers back,” he adds. “When a product is simple and different, retail staff can explain it in just a few words, and a simple recommendation helps adult nicotine users try something and return for more.”

Commercial impact and conclusion

Growing pouch sales is not just about stocking more brands, but stocking the right ones, concludes Bhagvat. “Slay targets those who want something gentler and more refined than existing pouches on the market, helping retailers obtain better balance and a fresher look for their pouch section, as well as a reason for more nicotine users to stop by.”

Source

^{1,3} Nicotine Pouch Report, 2025:
<https://www.haypp.com/uk/nicotine-report/2025>

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18+

18+ for adult nicotine consumers only.
This product contains nicotine and is addictive.
You should not use this product if you do not already use nicotine.

On-trend options for shoppers

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Paramount
Regal
Richmond
Riverstone
Rizla
ZONE

Source

¹ Total Retail EPOS, SPOT Oct'25.

² Imperial Brands Consumer Tracker 2025

^{3,4} Imperial Brands Sense Hub June 25

* Based on ITUK RRP as at April 2026. 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 1 second puffs per pod based on lab testing of newly manufactured products. Actual number of puffs may vary depending on individual usage and flavour.

*** Puff count is a maximum estimate of 1 second puffs per pack (2 pods). Up to 1000 puffs per pod based on lab testing of newly manufactured products. Actual number of puffs may vary depending on individual usage and flavour.

2025-26 has seen ongoing growth across Imperial Brands' next-generation product portfolio, and it has added some exciting new additions to its product range to meet evolving customer and market demand, reveals UK market manager Andrew Malm.

"Flavour choice for pod-based vape systems remains an important influencer on customer purchasing decisions," he says. "And, with the cost-of-living crisis continuing to have an impact on household budgets, customers are looking for rechargeable devices with a decent range of flavours for the refillable pods or cartridges – giving them the flexibility to try different tastes without having to continually re-purchase the device itself. We recently introduced two new flavours to our rechargeable blu bar kit range, so retailers can offer customers up to 17 flavours to buy in their stores."

With fruit flavours preferred by 83%¹ of vape users, consumers are seeking differentiated, less synthetic flavours in this category, notes Malm. "In response, Imperial Brands launched Sour Berry to its blu vape flavour range, in line with customer preferences. This offers a more authentic flavour profile of wild berries, sharpened by tartness, to engage users' senses with vibrant berry notes. It is also based on the AuthentiTaste™ formulation – liquids crafted with flavourings that mirror real fruit profiles and sensorial cues, like sourness, to deliver a fresh, captivating experience.



“With fruit flavours preferred by 83%¹ of vape users, consumers are seeking differentiated, less synthetic flavours in this category”

“Meanwhile, Creamy Tobacco is a direct response to the growing demand for tobacco-inspired options among users of pod-based systems – particularly former cigarette smokers who enjoy the taste of tobacco, as well as those who both smoke and vape, in the 29-41 age group². Creamy Tobacco offers a rich, velvety tobacco taste with a creamy smoothness and retails at £5.99*. Recent research revealed that Creamy Tobacco outperformed other similar flavours in terms of both taste preference and intensity³ and already accounts for 80% of sales⁴ in the tobacco modern pod-based category.”

Finally, Imperial Brands introduced Zone last year, he reveals. “A new brand of high-quality nicotine pouches, Zone was created to capitalise on escalating customer interest for nicotine pouches, while appealing to nicotine users looking for an alternative experience,” he says. “Zone delivers fast-acting nicotine release and intense long-lasting flavour.”

Zone offers five flavour options: Sweet Mint, Cool Mint, Watermelon Ice, Juicy Peach and Berry Blast. Each Zone contains 20 nicotine pouches in a new, slimmer format, carrying an RRP of £6.50*. Malm says: “From the fresh breath experience of Zone Cool Mint to the intense flavour delivery of Zone Berry Blast, the flavour choices within the range offer varied purchasing options for customers and a valuable sales opportunity for retailers.”

KEEP IT FRESH



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JUUL2: the quality alternative

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JUUL2 Starter Kit
JUUL2 device
JUUL2 pods – Apple, Mango, Peach, Watermelon, Lychee, Virginia Tobacco, Autumn Tobacco, Crisp Menthol, Arctic Breeze, Polar Menthol, Ruby Menthol, Summer Menthol, Tropical Medley

➔ Juul Labs’ mission is to transition the world’s billion adult smokers away from combustible cigarettes, eliminate their use, and combat underage usage of our products, says commercial director Richard Cook. “The regulatory landscape in the UK is changing, now that the Tobacco and Vapes Bill has become law,” he notes. “This brings a shift in manufacturer and retail responsibilities – as hardware, marketing, point of sale and other facets of the industry are further regulated.”

Juul Labs’s mission and delivering it is dependent on acting responsibly, so as not to undermine the potential of e-cigarettes to support adult smokers to switch to less harmful alternatives, he adds. “We take this role seriously, and invest in the science of our products and our route to adult consumers to uphold e-cigarettes in this mission,” he says. “For example, Juul Labs was the first UK vape company to mandate Challenge 25 as a core part of its retail offer.

Research-backed

Juul Labs also carries out extensive research and evaluation on its products. “Juul2 products are designed to help adult smokers switch,” explains Cook. “In a longitudinal observational study¹, nearly 40% of UK Juul2 purchasers had stopped smoking cigarettes completely after one year, with the proportion of adults who switched completely increasing steadily throughout,” he reveals.



“Designed for adult smokers, the JUUL2 system uses a regulated, well-controlled heating element to ensure consistent vapour delivery”

Quality product, adult flavours

With an aluminium body, Juul2 pod ID, bluetooth connectivity, a safe recharging dock and a two-year warranty on each device, Juul2 is one of the most technologically advanced pod-based devices in the UK, says Cook. “Designed for adult smokers, the Juul2 system uses a regulated, well-controlled heating element to ensure a consistent vapour delivery,” he notes.

“Our extensively tested flavours are deliberately distinct from the broad, child-appealing flavours often seen in the market. In the tobacco and menthol vape flavour segment alone, Juul2 is the No.2 brand overall and holds the No.1 refill pod SKU with Crisp Menthol². However, fruit flavours now account for 48% of category sales³, with 51% of adult smokers having a strong preference for these⁴, prompting us to launch a curated range of single-fruit flavours.”

The total pods & refills category, now worth £1.2bn a year, more than doubled in size following the disposables ban in 2025⁵, so prioritising devices with a high pod-to-device ratio benefits the bottom line, adds Cook. “Juul2 sells on average 66 pods for every device, the highest on the market⁶,” he reveals. “Converting one adult smoker into the Juul2 system could generate double the annual profit for a convenience retailer, based on the higher margin versus tobacco products and the higher purchase frequency of Juul2 in-store⁷.”

Source

^{1,2} Coresta, A longitudinal prospective cohort study of adult JUUL2 electronic nicotine delivery system purchasers in the UK
³⁻⁴ ASH (Action on Smoking & Health), Use of vapes (e-cigarettes) among adults in the UK
⁵⁻⁶ Circana, Total Marketplace, Tracked retail channels, MAT data to 22.02.26



JUUL²



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JUUL is an e-cigarette. This is an age restricted product and age verification is requested at sale.
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**WARNING: This product contains nicotine
which is a highly addictive substance.**

Developing flair and flavour

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UK Country Manager
Prianka Jhingan
Head of Marketing

KEY BRANDS

Signature
Moments
Henri Wintermans
XQS

➔ The nicotine category continues to change and evolve, as traditional tobacco sales continue their gradual decline, while many next-gen nicotine options continue their upward curve, says Rich Eves, UK country manager at Scandinavian Tobacco Group (STG). “Nicotine pouches, in particular, have had a very successful last 12 months during which they’ve benefited from the ban on disposable vapes and firmly established themselves as an important part of the overall category,” he says. “This is proven by our latest data, which shows total UK pouch sales have now reached just over £229m and are growing by 55% YOY in volume terms¹. Although more sales take place in the grocery channel, they are also growing fastest in the convenience channel.”

To further capitalise on the rising popularity of pouches, STG recently announced an exciting re-brand across its entire XQS range, including a new much bolder logo, emphasising the brand’s clarity, strength and confidence, reveals Eves. “The packaging has been elevated too, demonstrating bold, simplified letterforms and glossy textures, while the bold, bright gradients of colour from the previous packs remain. The new packs will continue to have nicotine strength indicators on the front, as well as a new flavour profile indicator on the side, showing consumers the degree to which each SKU is sweet, fresh, zesty, tangy or icy. Finally, the stunning new look and feel also extends to the outer packaging which now becomes a powerful brand asset for stronger shelf impact and visibility.”

XQS is the No.2 brand in Sweden² and was first launched into the UK back in May 2024, he adds. “Since then, it has become an important part of the fast-growing UK nicotine pouch category. The brand is recognised for its long-lasting flavours and smaller pouch size, as well as the fact that it offers consumers great value at £5.50, which is usually £1 cheaper than other major brands in the market.”



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However, the STG portfolio is about more than just nicotine pouches. “We also offer adult smokers a broad portfolio of cigar brands, including Signature, Moments and Henri Wintermans – and the cigarillo segment within cigars is the current success story,” he notes. “This segment only really started six years ago with the arrival of these smaller, peppermint-flavoured products, but sales are now worth £176.1m and they account for more than half of all cigars sold in volume terms³.

“Our Signature Action cigarillo continues to go from strength to strength, and last year benefited from the arrival of a new 17-pack to complement the existing two 10-pack offerings. This provides consumers with greater choice, but features the same menthol flavour synonymous with the brand since its launch back in 2020. With an RRP of £9.89, including a price-marked version, the 17-pack delivers exceptional value, positioning it as the most competitively priced option in the market. It also offers an attractive margin for retailers, reinforcing our commitment to supporting our trade partners with high-quality, high-demand products.”



Source

¹ IRI MarketPlace, Value and Volume sales, 52 w/e 15.03.26
² Nielsen SoM – April Read '26
³ See 1

IT'S THE MINT.

It's the fresh feeling.

Now available in 5 packs!

NEW



AVAILABLE IN 11 MG

18+ ONLY. THIS PRODUCT IS NOT RISK-FREE AND CONTAINS NICOTINE, AN ADDICTIVE SUBSTANCE. FOR ADULT NICOTINE CONSUMERS ONLY.

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NICOTINE POUCHES



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