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JTI UK

Gold tier heritage

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KEY BRANDS

Mayfair
Sterling Essential
Benson & Hedges
Ploom

“With price remaining a key decision-making factor for existing adult smokers, ultra-value products continue to lead the way in terms of share growth¹, as the sector currently stands at 15.6% of the combined tobacco market²,” reveals Mark McGuinness, UK marketing director at JTI.

Brand success

Mayfair Gold has achieved a retail sales value of £46.7m³ since launching in September 2023 and is the fastest-growing RMC brand in independent & symbol groups in the last 12 months⁴, as existing adult smokers look for ultra-value brands that they know and trust, he says.

Building on the success of Mayfair Gold RMC, JTI recently launched Mayfair Gold Rolling Tobacco 30g. Made from premium quality Virginia tobacco at an ultra-value RRP of just £18.50* per 30g pouch. “This launch continues our track record for successfully innovating popular cigarette brands into the roll-your-own (RYO) format, such as Sterling and Benson & Hedges, and retailers can capitalise on the popularity of these brands to increase their sales,” adds McGuinness.

Opportunity in alternatives

“We are continuing to see more customers looking for an alternative but familiar tobacco experience with devices that heat tobacco instead of burning it,” he notes. “The heated tobacco category is currently worth £120m in traditional retail⁵, and we predict that it will be worth £400m by 2027⁶.”



“In the last 12 months, Mayfair Gold is the fastest-growing RMC brand in independent and symbol groups⁴, while Benson & Hedges Blue is the fastest-growing cigarette brand in the UK⁸”

JTI's Ploom brand has gone from strength to strength, with device sales doubling compared to last year⁷. After launching in September 2023, the Ploom X Advanced device went on to be named Heated Tobacco Product of The Year in the competitive Product of The Year Awards 2024, demonstrating that the device's improved features are meeting consumer's needs.

The continued success of Ploom has led to its expansion this year, with the device now available in independent retail in Glasgow and Sheffield, as well as in KMGs across the country, and in convenience and vape retail in London.

Further innovation

“The traditional tobacco category still has much to offer and is an area in which we'll continue to invest.” McGuinness says.

“In May this year we made product enhancements to Benson & Hedges Blue, the fastest-growing cigarette brand in the UK over the last 12 months⁸. Benson & Hedges Blue King Size and Benson & Hedges Sky Blue King Size now include Dual Pack Innovation; the new packs will offer the same product, at the same price with lasting freshness.”

**Retailers are, at all times, free to sell JTI products at whatever price they choose*

Source

- ¹ Circana Market Place, Volume Share, Total Tobacco Category, Total UK, over the last 12 months to Dec 2023 (based on slope calculation)
- ² Circana Market Place, Volume Share, Total Tobacco Category, Total UK, Dec 2023
- ³ Circana Market Place, Value Sales, Mayfair Gold, Total UK, September 2023 to May 2024
- ⁴ Circana Marketplace, Volume Share of RMC, Mayfair Gold, Total UK, September 2023 to July 2024
- ⁵ Circana Market Place, Value Sales, Total T-Vapour Category, Total UK, MAT to Dec 2023
- ⁶ Circana Market Place value & JTI Estimates of Non-Traditional channels, 2024
- ⁷ JTI Actuals 2022, YTD 2023 and Forecasts
- ⁸ Circana Market Place, Volume Share, Total RMC, Total UK, Dec 2023

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Playing the waiting game

As the the outcome of 2025's legislation is awaited, the focus is on strategies that will spur ongoing growth



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It feels as though the tobacco and vaping industry is holding its breath right now. While proposed legislation initiated under Rishi Sunak's previous Conservative Government – namely the Tobacco and Vapes Bill, including the proposed Generational Smoking Ban and ban on disposable vapes – is still on the cards to begin implementation in April next year, there's a sense that suppliers are playing their cards close to their chests and carrying on with 'business as usual' until further comment or policy clarity from the now incumbent Labour administration under current Prime Minister Keir Starmer is issued.

While the King's Speech on 17 July confirmed that the Tobacco and Vapes Bill proposed by the former government would go ahead¹ under this latest government, the industry

is pointing to the clear downsides that the legislation could bring in the form of illicit trading, as well as the impact on retailers, particularly convenience stores, when it comes to theft and the difficulty of implementing age verification – already seen as a catalyst for violence against retail staff.

However, the challenges faced by the industry keep coming. Just as this supplement was going to press, research from UCL, published in the journal *Lancet Public Health*, found that there has been a sharp rise in vaping among young adult non-smokers². While that tidbit certainly tickled the media's thirsty headlines, the study does provide a balanced view, with UCL senior researcher Prof Jamie Brown saying that while action is required to try to minimise vaping among young people who have never

previously smoked, "a balancing act is required to avoid deterring smokers from using e-cigarettes to quit".

In the meantime, responsible tobacco and vaping suppliers are forging ahead with the development of new options to replace disposable vapes should the ban be implemented, with an increased focus on pod systems and next-gen solutions such as heated tobacco and nicotine pouches.

State of the nation

As more consumers seek alternative nicotine solutions, the vaping sector is expected to grow from 36% in 2019 to over 45% by the end of 2024 for adult nicotine users³, says Andrew Malm, UK market manager at Imperial Brands. "In the UK alone, the category value is forecast to almost triple from £930m in 2019 to almost £3bn in 2025⁴," he notes.

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“Currently, we are seeing significant growth in the disposables category, with it accounting for an impressive 88% of all vape sales⁵.”

He also notes that new pod systems, which offer the same flavour range and experience of disposables, are gaining traction and are expected to grow in terms of market share as the 1 April 2025 implementation deadline draws closer, with the anticipated disposable vape ban likely to see vapers who use disposables looking to switch to alternatives.

Within the vape and nicotine pouch categories, the sales data continues to show growth year on year (YOY), with a concurrent decline in tobacco sales⁶, says BAT UK. “This provides an opportunity to maintain sales and increase profits through smokeless alternatives, as more adult nicotine consumers move away from traditional tobacco and cigarettes into these alternatives such as vapes or nicotine pouches,” it notes.

The vapour category year-to-date (YTD) figures for 2024 show total sales of 175m units⁷, measured against five formats: disposables combined across two formats pent and box (138m units); open systems, which are e-liquid refillable devices (23m units); closed systems, which are pod mods or refill cap devices (13m units); and cigalikes, which are the older disposable format of cigarette-shaped vapour devices (1.6m units). “Across these, disposables continue to be the most popular format. However, this is expected to shift in time towards open and closed systems in line with legislation changes due to occur over the next year.”

Meanwhile, vaping specialist IVG reports substantial growth in the vaping and e-cigarette segment over the past year, which it says has been driven by increased consumer awareness about smoking alternatives and next-gen products. “At IVG we’ve seen a positive shift in demand, especially for our disposable vapes, such as IVG 2400 and Smart 5500, as well as our refillable pod systems,” says the company. “Our brand has expanded its market presence by launching new products such as IVG Nicotine Pouches to meet evolving consumer preferences.”

Nicotine pouches, heated tobacco

The nicotine pouch category continues to grow and is now worth



approximately £65m a year in grocery⁸, reveals Bruce Terry, portfolio brand manager at JTI UK. “Nordic Spirit is one of the leading nicotine pouch brands in the UK⁹ and continues to remain in growth¹⁰,” he says.

Tobacco-free¹¹ nicotine pouches are growing significantly in the UK, with the 2024 YTD sales figure showing 11m units sold compared to the same period in 2023, where it was 5.9m units¹², says BAT UK.

Alternative nicotine product categories are growing, and customers are looking for other alternatives that can be used instead of, or alongside, their traditional nicotine products, according to JTI UK marketing director Mark McGuinness. “We are continuing to see more customers looking for an alternative to the familiar tobacco experience with devices that heat tobacco instead of burning it,” he says. “The category is currently worth £120m in traditional retail¹³. With JTI

estimating it to be worth £400m by 2027¹⁴, there’s no doubt that heated tobacco provides a big opportunity for retailers. [Our] Ploom [heated tobacco brand] has gone from strength to strength over the past few years and device sales have almost doubled compared to last year, while EVO tobacco stick sales have tripled YOY¹⁵.

He says the cost-of-living crisis has been a key factor in the growth of lower-priced nicotine alternatives, as consumers look to save money. “This is demonstrated by the almost 60% of heated tobacco consumers¹⁶, who are switching from value or ultra-value tobacco lines,” he notes.

Traditional sectors

In terms of the traditional tobacco sector, with the cost-of-living crisis putting pressure on consumer spending over the last few years, the result has been increased demand for ultra-value products, says JTI UK’s

Flavours still propel next-gen and vapes

While some suppliers in the vaping sector have come under increased scrutiny due to their products' appeal to underage consumers, with a wide variety of flavours and confectionery-style brands, flavours still play a key role in attracting an adult audience to both vaping and the burgeoning nicotine pouch market.

"Offering a wide range of flavours is key to success in alternative nicotine product categories such as nicotine pouches," says JTI UK's Terry. Mint-flavoured products have soared to new heights within the category, with the market currently

split 83% mint and 16.2% fruitⁱ.

"More specifically, shoppers are looking for these flavours in higher nicotine strengths," he adds.

BAT UK agrees that the popular flavours and strengths within nicotine pouches have a clear favourite of mint, with the high strength between 10-12mg at 39% of the sector, the medium strength 5-9mg at 25% and the ultra-high strength above 13mg at 12%ⁱⁱ. "High strength 10-12mg fruit flavours are also popular at 9%ⁱⁱⁱ, says the company. "So we would recommend stocking a low-strength fruit or mint variety for adult nicotine consumers who are new to this

category – for them to begin with."

Currently, the most popular flavour profiles in sold in vapour devices are berry fruit (39%), citrusy (14%) and tropical (11%)^{iv}, adds BAT UK. While flavours mint (8%) and tobacco (4%) are less popular, they are still regarded as popular flavours with adult nicotine consumers^v. In terms of nicotine strengths, 93% of the sales, largely from disposables, were in 20mg, 5% in 18mg and the rest between 3mg and 12mg^{vi}.

In its new blu bar kit, Imperial Brands is offering four flavours including new Intense Cherry, as well as Intense

Pineapple, reveals Malm. "These utilise blu Flavour Tech mesh coil technology to deliver a great taste experience," he says.

With regulatory changes, IVG is continuously adapting its product portfolio to align, increasing its focus on closed pod systems, recently introducing a new line of pod kits that feature innovative coil technology for improved flavour delivery and efficiency, it adds. It has also introduced an array of nicotine strengths in its nicotine pouches and has expanded its flavour line-up to include unique blends like Cola, Spearmint and Ice Mint.

McGuinness. "We are responding to existing adult smokers' increased demand for value for money by offering well-known brands, like Benson & Hedges Blue roll-your-own (RYO) and Mayfair Gold and Silver at ultra-value price points," he says. Most recently, the company expanded its ultra-value RYO range with the launch of a Mayfair Gold RYO format in September.

Imperial Brands' Malm says that, with pressures on the cost of living showing little – if any – signs of abating, it's no surprise to see the widespread move towards the purchase of lower-priced products in both cigarettes and RYO. "While taste preferences are generally more prevalent in RYO, there is a growing demand for stronger, more intense flavours and great variety. It is this which is driving sales in products such as flavour cards, menthol filter tips and crush or filterless cigarettes," he says.

When it comes to smoking

accessories, meanwhile, Imperial Brands is seeing rising consumer demand for unbleached cigarette papers, alongside growth in the king size combi paper segment, he adds.

At accessories supplier Republic Technologies, sales and marketing director Gavin Anderson confirms that the tobacco accessories market has continued to perform well and is now valued at over £420m¹⁷, a YOY increase of 13.8%¹⁸. "Republic Technologies' brands of choice continue to have broad consumer appeal, attracting growing numbers of shoppers from the factory-made cigarettes market, with Swan filters accounting for 92% of the filter category, and OCB maintaining its position as the UK's fastest-growing papers brand¹⁹," he says.

Moreover, the outlook for tobacco accessories remains strong, adds Anderson. "Rolling papers are leading the way, with market growth of 8.1%²⁰. Consumers are responding well to the

choice, quality and affordable pricing available in tobacco accessories, with targeted and timely NPD attracting new consumers to the market.

"As with most fmcg sectors, there is scope for growth in online sales, but unlike most fmcg sectors, the convenience sector accounts for more than 50% of tobacco accessories' sales²¹, highlighting the broad appeal of the category and its importance to the retail sector as a whole."

Proposed legislation: the reaction

In general, suppliers seem resigned to the fact that the Tobacco and Vapes Bill still has legs, as it garnered support from both sides of the House of Commons, despite failing to become law before Parliament was dissolved ahead of the UK's general election in July this year.

BAT UK is fully expecting regulatory changes as the new Labour Government has set out its commitment

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to reintroduce the Bill, originally tabled by Rishi Sunak's Conservative government in January 2024, it says. "This is expected to revive the plans for a Generational Smoking Ban [due to be implemented from 2027] that would prohibit the legal sale of cigarettes to those born on or after 1 January 2009. The Bill is also expected to provide ministers with broad powers to regulate vape flavours as well as the packaging and display of vapes and other nicotine products," adds the company. "Measures to strengthen enforcement of regulation will also most likely be included.

"While the proposals are yet to be fully legislated, we recommend that retailers make note of the proposed measures as they may indeed impact what products can be sold next year and how they should be displayed."

IVG says a ban on disposable vapes could have a multifaceted impact. "On one hand, there is a risk of some consumers reverting to traditional tobacco products if they feel there are no convenient alternatives," it says. "However, our focus is on educating customers about refillable pod kits and nicotine pouches as viable, cost-effective alternatives.

"There is also a concern that a black market for disposables could emerge, potentially increasing illicit trade. To counter this, clear communication and easily accessible, compliant products will be key in keeping shoppers informed and engaged," it notes.

"Additionally, it is essential for government authorities to strengthen their enforcement measures to prevent the rise of illicit trade, adds the company. "Strict action against the black market will protect both consumers and legitimate retailers, ensuring they do not suffer losses due to illegal sales. Retailers may see a short-term dip in profitability, but by shifting their focus to next-gen products, they can continue to meet demand and sustain long-term growth."

A Generational Smoking Ban takes away the right of adult consumers to make their own choices solely based on their year of birth, and sets a worrying precedent for this type of discriminatory approach to other products, says Sarah Connor, communications director at JTI UK. "A Generational Ban would dramatically impact how tobacco can be sold and



will affect all retailers that sell tobacco products in the UK," she says. "We are concerned that the Generational Ban would be deeply impractical for retailers to implement, would exacerbate the already problematic issue of retail crime, and would fan the flames of the already sizeable illicit tobacco trade.

"Before any legislation is introduced, the new Labour Government must listen to the voices of retailers to create a workable and practical solution. After months of engaging with retailers, we hear their call to increase the minimum legal age of purchase for tobacco to 21, as the only viable alternative to the Generational Ban."

She also points out that, with age verification already one of the top reasons behind violence against retailers²², many believe the increased ID checks as a result of the Generational Ban would potentially lead to more abuse and violence towards staff. "A JTI survey from last

year found the 55% of retailers are worried that the proposed changes will make ID checks more complicated for their staff²³," she reveals.

What's more over two-thirds (67%) of the surveyed retailers told JTI they believe this ban would likely lead to an increase in illicit tobacco activity²⁴.

"JTI's pack-swap survey data clearly demonstrates that the level of non-UK duty paid (NUKDP) consumption has increased markedly since the beginning of 2023 – in the case of cigarettes rising from 20% in Q1 2023 to 30% in Q2 2024. For RYO tobacco the increase is more marked, rising from 29% in Q1 2023 to 48% in Q2 2024. In fact, in the 2023/24 fiscal year, the ONS estimates that the amount spent on illegal tobacco was double the amount spent on narcotics²⁵."

Meanwhile, with the proposed ban on disposable vapes, illicit trade in the vaping industry is also a big concern for Imperial Brands, says Malm. "Disposable vapes have seen



impressive growth over the last year and this popularity has made them an area of focus for illicit traders,” he says. “With the disposable vape ban expected to come into effect next year, an increasing number of non-compliant vape products could come to market that are disguised to appear as something else to avoid detection. We strongly encourage retailers to stay vigilant and take action by reporting any suspected illicit trade to our salesforce.”

Advice to retailers

While the industry waits to see the outcome of the proposed legislation, for now, it’s business as usual, says JTI UK’s Connor. “Retailers should continue to sell tobacco products as normal. JTI is committed to the concept of informed choice across the spectrum of conventional tobacco products and alternative nicotine products such as vaping products, heated tobacco products and nicotine pouches.

Providing adult consumers with a choice of products, including those that have the potential to reduce the risks associated with smoking, is surely a more rational approach than an unproven and unenforceable concept of a Generational Ban.”

IVG is advising retailers to stay informed and proactive in adapting their product ranges, says the company. “It’s important that they focus on stocking next-gen products like refillable pod systems, which are more likely to comply with future regulations. Additionally, educating consumers about these alternatives will be key to maintaining customer loyalty.

“While most retailers are aware of the proposed changes, there’s still work to be done in terms of understanding the long-term impact on their business models,” it adds. “We’re working closely with our retail partners to ensure they are fully prepared for the shift and can continue to meet consumer demand in a compliant way.”

Imperial Brands’ Malm believes the ban in disposable vapes is likely to come into effect, but agrees that, as this is not until 1 April 2025, to some degree it’s business as usual. “So we recommend that retailers continue to stock a wide range of leading disposables in the short-term,” he says. “However, new pod systems, which offer the same flavour range and experience of disposables are gaining traction and are expected to grow in terms of market share as we approach April 2025. We would therefore recommend that retailers add pod-based systems to their in-store range if they haven’t done so already. For example, our new blu bar kit, which uses replaceable pods, has recently launched to provide customers with a rechargeable, compliant device that mirrors the flavour delivery and convenience of a disposable.”

Malm also advises that, if retailers want to boost customer loyalty and ensure repeat custom, then training is key in order to offer tailored advice to shoppers. “Retailers should actively encourage their staff to regularly read up on the latest industry trends, news and features in the trade media,” he says. “This will allow them to build more in-depth knowledge of the category and any relevant trends, while improving their understanding of tobacco terminology and awareness of

new products entering the market.” He points to the company’s Ignite app as a handy resource to help retailers ensure their store runs to its fullest potential.

Retailers and their staff should also try to engage in conversations with customers to gain a better understanding of what they are looking for, adds Malm. “Once they are equipped with this knowledge, they can adapt their range accordingly. For example, are there any particular vape flavours or devices that customers are buying frequently that would be worth investing in more stock or making them more visible in-store? Having access to these types of insight, combined with customer feedback, will enable retailers to amend the range available on a frequent basis to ensure it remains fit for purpose.”

Finally, going back to the Lancet report, UCL recommends that banning disposable vapes is unlikely to fix the problem of increased vaping use by young adults. “Banning disposables is unlikely to fix the issue, as popular brands have already launched reusable products with very similar designs and prices.” Instead, it suggests that a sensible next step would be to introduce stricter regulations around product appearance, packaging and marketing.

There is still time for the disposable vapes ban to be overturned and suppliers are keen to work with Government on finding positive solutions. For now, however, it’s a case of playing the waiting game.

Sources

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- Flavours side panel
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¹¹⁻¹² See 7

British American Tobacco UK

New additions to Vuse & Velo

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VUSE
VELO
 Rothmans
 Pall Mall
 Dunhill
 Vogue
 Cutters Choice Original
 Cutters Choice Extra Fine

Vuse: latest addition

“The latest addition to the Vuse Go Reload 1000 family is a stylish new pen format, which joins the existing box format, completing a range that we believe will offer more variety in the market,” says BAT UK. “Customers get the features of a disposable vape, without having to compromise on the flavour experience.

“The Vuse Go Reload 1000 range offers a variety of extra intense flavours, while having additional features,” says the company. “It has two stylish designs with four colour options, all in a rechargeable closed system device. Customers will be able to swap their flavours with our easy-swap pods, allowing them to keep their prefilled pod kit device, recharge and reuse it.

“The new Vuse Go Reload 1000 family marks the next step in our vaping journey,” it adds. “It features the flavours of disposable vapes, but in a prefilled pod kit and easy-swap pods. We’ve taken some of the most popular flavours among disposable users and upgraded them, with a range including Blueberry Ice, Blue Raspberry, Watermelon Ice, Strawberry Ice, Mint Ice, Berry Blend and our brand-new flavour – Blackcurrant Ice. This provides better value and choice for your customers and increased return on investment (ROI) for retailers.”

Velo: continued pouch innovation

Velo is the UK’s No.1 nicotine pouch¹, and the brand is proud of its continued innovation to cater for the evolving preferences of adult nicotine consumers, including offering a



“The latest addition to the Vuse Go Reload 1000 family is a stylish new pen format”



growing range of flavours and variety of higher and lower nicotine strengths, notes BAT UK.

“Velo offers potential for an excellent return on investment for retailers, with some great offers available if they speak to their local BAT representative, or via Vapermarket.co.uk.”

The current top-seller in the nicotine pouch category is the Velo Freeze 11mg², reveals the company. “Velo has a vast range available but one of our latest developments includes the Icy Fruits range, coming in 6mg and 10mg nicotine strengths, four vibrant flavours and in two formats, slim and mini. These are created to appeal to adult nicotine consumers who are shifting away from modern disposables.”

Merchandising recommendations

Retailers should keep point-of-sale materials inside and outside their store to show they are a Vuse & Velo stockist, advises BAT UK. “A well-lit display behind the counter, in or near your gantry, will be clear for consumers to see new Vuse and Velo products.

“Keep brands visible and new ranges together to help adult nicotine consumers find and buy products they want. Speak to your BAT rep about any offers as there are great returns available in these growing categories.”



Source

¹ NielsenIQ RMS. Nicotine pouches category, UK Total retail market, 18-months ending 30.12.23

² NielsenIQ, Total coverage sell-out data, YTD w/e 06.08.24

18+ Dispose of responsibly.

18+ only. This product contains nicotine and is addictive. For adult nicotine consumers only. For trade use only.

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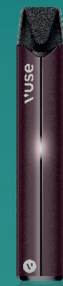
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RELOAD 1000



Vuse
PRO

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950
PUFFS***

MAGNETIC
CHARGER

5 DEVICE
COLOURS

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This product contains nicotine and is addictive.

*Compatible with Vuse Pro and Vuse Go Reload 1000 devices.

**Up to 1000 puffs per pod. Based on laboratory testing of newly manufactured pods in a Vuse Go Reload 1000 (including recharging) at a puff duration of one second and may vary depending on individuals' usage behaviour. For further information see <https://www.vuse.com/gb/en/puffcount>.

***Up to 950 puffs per pod. Based on laboratory testing of newly manufactured pods in a Vuse ePod2 or Vuse Pro device (including recharging) at a puff duration of one second and may vary depending on individuals' usage behaviour. For further information on how we calculate number of puffs please visit <http://www.vuse.com/gb/en/puffcount>

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* Based on NielsenIQ RMS data for the Nicotine Pouches category for the 18-month period ending 30/12/2023 for the UK total retail market (Copyright © 2023, NielsenIQ).

** This product is not risk-free and contains nicotine, an addictive substance. For adult nicotine consumers only.

Imperial Brands

Range and retailer support

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KEY BRANDS

blu bar 1000
blu 2.0
blu PRO

With the ban on disposable vapes expected to come into force on 1 April 2025, Imperial is providing retailers with a wider product range and support to navigate these changing conditions, as Andrew Malm, UK market manager at Imperial Brands, explains.

Making the most of blu bar

“As retailers face the anticipated implementation of the disposable vapes ban next year, and to meet the changing needs of adult nicotine users, they should consider stocking multiple options such as our blu bar 1000 and new, blu bar kit,” says Malm. “blu bar 1000 is a fully compliant disposable device. With an RRP of £5.99¹, it offers up to 1,000 puffs² and features a removable battery that users can twist, pop and release, making it easy to safely dispose of the used battery at a local collection point.

“Additional upgrades include the blu Flavour Tech mesh technology, liquid level visibility, and a security lock. Consumers can currently choose from eight flavours, including Blueberry Ice, Strawberry Ice, Watermelon Ice, Banana Ice, Mint, Grape, Tropical Mix, and Blueberry Cherry.

“Our new blu bar kit has been designed to provide customers with a rechargeable, compliant device that mirrors the flavour delivery and convenience of a disposable,” he explains. “Currently available in four fruity flavours including new, intense Cherry as well as intense Pineapple, the slimline, lightweight device features blu Flavour Tech mesh coil technology to deliver a market-leading 1,000 puffs³ of intense flavour per pod.

“The rechargeable 550mAh battery and USB-C charging port enable repeated use, while liquid level visibility means users can easily see when their pods need replacing. Plus, with pod safety a priority, a security lock ensures the device is fully protected when not in use.”

The blu bar kit which includes a rechargeable device and 1 x e-liquid pod in either Cherry or Pineapple flavour, is available with an RRP of



“Given the anticipated disposable vapes ban, multiple options should be considered”



£5.99¹. The blu pod packs, which consist of 2 x pods per pack in Cherry, Pineapple, Blueberry Sour Razz, or Watermelon Ice also carry an RRP of £5.99¹ each.

Additional help for retailers

“In addition to providing new products, Imperial Brands works with retailers to help maximise sales by ensuring they have up-to-date point of sale and installed gantry furniture like the solutions we offer from blu, which can be a great display asset for a store and make stock maintenance much simpler for staff,” adds Malm.

“We also offer up-to-date category and product news, as well as information on training opportunities through our Ignite app. This also features a range of helpful tools and advice, from incentive articles and downloadable POS, through to product information and key tips on how to maximise profits.

“We understand these are changing times, but by mixing the right product range with support from suppliers, retailers can maximise the opportunities available.”

Source

¹ Based on ITUK RRP as of August 2024. For the avoidance of doubt, retailers are free at all times to determine the selling price of their products

^{2,3} Puff count is a maximum estimate of 1-second puffs per device based on lab testing of newly manufactured products. Actual number of puffs may vary depending on individual usage and flavour

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*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.

THIS PRODUCT CONTAINS NICOTINE.

For existing adult smokers and vapers only.

18+ only. Not a smoking cessation product. © Fontem 2024

blu[®]

IVG

Innovation and growth

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KEY BRANDS

IVG 2400 4-in-1 Multi-Flavour Editions
IVG Salts
IVG Smart 5500
IVG Air Range

As the UK's vaping industry evolves, IVG continues to stand out as a pioneering force dedicated to innovation and sustainability, says the company. "With a proven track record, IVG has solidified its position as one of the top-selling brands in the UK!" it says. "In 2023, we achieved significant success in the TPD-compliant big puff disposable market, propelling IVG to be consumers' preferred choice."

Innovation at the core

IVG's relentless pursuit of innovation has led to groundbreaking product launches that redefine consumer device expectations, it notes. Following the successful introduction of the IVG 2400, the UK's first legal big puff disposable device featuring four flavours in one, the company launched the IVG Smart 5500, a revolutionary true autofill device boasting a capacity of up to 5500 puffs. "Designed with sustainability in mind, it features a 1000 mAh rechargeable battery that reduces battery waste by up to 600% compared to traditional disposables," says IVG. "Its innovative design provides a longer-lasting vaping experience while promoting sustainability and convenience."

The launch of the IVG nicotine pouches represents an exciting new nicotine product for consumers seeking tobacco-free alternatives, it says. "Available in six flavours, including mango and spearmint, these superior grade pouches provide a satisfying nicotine experience without the need for smoking. Each pouch lasts up to 45 minutes compared to the traditional 30-minute nicotine pouches. Their discreet positioning under the top lip make them convenient for on-the-go



“The launch of the IVG nicotine pouches – in six flavours – represents an exciting new nicotine product for consumers seeking tobacco-free alternatives”

users. With strengths of 15mg (21.4mg/g) and 20mg (28.6 mg/g), IVG nicotine pouches offer a tailored approach to reducing tobacco consumption while maintaining great taste.”

The IVG Air Range

IVG has recently launched the Air range which consists of the Air 4-in-1, Air 2-in-1 and replaceable Air Pods. "These devices provide an unmatched range of choice with 27 vibrant pod flavours, allowing users to easily switch between flavours for a customisable vaping experience," says Huzaif Mitha, IVG's head of research & development. "Equipped with rechargeable batteries that typically last throughout the day, the Air range is part of our long-term strategy to transition consumers away from disposables, especially with a potential ban looming in 2025."

The future of IVG

As IVG continues to innovate and expand its product offerings, it remains committed to shaping the future of vaping in the UK. "Our dedication to sustainability, innovation, and public health positions the company as a leader in the industry," it says. "By partnering with IVG, retailers can ensure they're equipped to navigate the evolving nicotine market, offering their customers the best products and value."



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OCB
ZIG-ZAG
Bryant & May
Cook's
By candlelight
lumière

 Innovative NPD by Republic Technologies (UK) is providing tobacco accessories' consumers with the choice they want and giving retailers the key to unlocking category growth. Despite restrictions faced by the broader tobacco market in recent years, and the likelihood of more to come, the £402m¹ tobacco accessories category continues to perform strongly, growing at 13.8%² as more consumers turn from factory-made cigarettes to roll-your-own (RYO) tobacco.

Against this backdrop, Republic Technologies is looking to broaden the appeal of its best-selling Swan filters range with the launch of Just Paper – an environmentally friendly range of 100% plastic-free filter tips. The Just Paper range features a 'flip-a-tip' design, which dispenses loose extra-slim filters, without the use of plastic rods. Each box contains 120 filters, with 10 boxes per outer (RRP £1.45).

In a market first, innovative Just Paper filters provide consumers with an experience very similar to traditional cellulose acetate filters, but with a much lower environmental impact, says Republic Technologies sales and marketing director Gavin Anderson.

"The Just Paper range represents a breakthrough in filter tip development, with a significantly reduced impact on the environment," he says. "While there's more to do, innovation of this kind is a major step for the brand and

category in terms of sustainability and consumer demand. We're confident it will attract new shoppers to Swan,



Source

^{1,4} EXT IRI MarketPlace, Value,
52 wks to 04.08.24



“The £402m¹ tobacco accessories category continues to perform strongly, growing at 13.8%² as more consumers turn from factory-made cigarettes to roll your own tobacco”

reinforcing its position as the brand of choice for retailers and RYO shoppers.”

Republic Technologies (UK) has also introduced innovation and choice to the profitable rolling papers market, and accelerated demand for its fast-growing OCB range, with the introduction of OCB Authentic Real Rice Paper. “OCB Rice Papers appeal to the growing number of RYO consumers looking closely at products with natural ingredients,” adds Anderson. “OCB always delivers on quality and value, leading to strong repeat purchase.”

Organic and chlorine-free, OCB Rice Papers are made from a blend of rice and organic hemp. The unbleached, ultra-thin papers deliver a premium rolling and slow-burning experience. Featuring 32 papers per pack, OCB Rice is available in both Slim (RRP £1.10) and Slim & Tips (RRP £1.73).

Fast-growing OCB is making a major contribution to the strong rolling papers category, now valued at £120m³ and growing at 8.1%⁴. “Our focus is to provide quality, innovation and choice at an affordable price,” adds Anderson. “In doing so, we can also take account of changes in consumer preferences and help our retail partners benefit from sustained category growth.”

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