

The Grocer

Focus On: Vaping and e-cigarettes

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With independent shops shut during various lockdowns, the early pandemic proved an ideal opportunity for big tobacco companies to sell vapes and e-cigarettes. For smaller brands, the effects were less positive. So with specialist shops open again, will we see a resurgence of smaller, trendier brands? Will more complicated open-loop systems recover against the more accessible closed-loop systems sold in supermarkets? And how are quitting rates for smoking affecting the market?

Quitters: Former smokers remain the key market for the vaping and e-cigarette market. With recent ONS data suggesting previous declines in smoking rates have levelled off, how can brands encourage more smokers to switch? And what can the industry do tackle fears over the safety of the new market?

Specialist stores: With many vaping consumers having bought products in major retailers during lockdown, there are fears that independent stores will struggle to bring them back. How founded have such concerns proved since the major lockdown restrictions lifted? And what can smaller stores do to draw people back in?

Open vs closed: Open-loop systems are trickier for new consumers to adopt and for retailers to sell, requiring more specialist knowledge than their closed-loop counterparts. Will convenience ultimately win out over customisation?

Innovations: Profile of four new products or ranges that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.