The Grocer

Focus On: E-cigs by Daniel Selwood (Daniel.Selwood@thegrocer.co.uk)

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The Story

The supermarkets have sold an extra £30m worth of e-cigs in the past year, making it one of the fastest growing sectors in grocery. But with new legislation governing how these products are sold, marketed and advertised looming, how is the market likely to perform in the coming year? What exactly are the new regulations? Who have been the market's strongest performers in terms of retailers and brands? And how are they preparing for the imposition of the new regulations?

Themes:

Regulation: Central to this feature will be an exploration of the rules and regulations currently governing the market and how these are set to change. How are regulations and the prospect of regulatory change informing the strategies of brands and retailers in this market?

Price and format: The average price of e-cigs and other vaping products has fallen significantly in the past year. To what extent has this been driven by changes in formats and size of products? What are the format of choice (i.e. reusable v disposable) in grocery and how is this evolving?

Brands and retailers: This feature will include analysis of how the sector's biggest brands and retailers are performing and why. How have the acquisition of many of the sector's biggest brands by tobacco companies impacted their performance? How are grocers performing compared to online and specialist high street channels?

Innovations: We identify four new products or product ranges that have ideally not appeared in The Grocer before, including launch date and RSP, and source a hi-res picture of each.

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What's next for the category?