

The Grocer

Focus On: Vaping by George Nott
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Covid-19 has driven tectonic changes in the vaping and c-cigs market, with specialist vape stores forced to shut up shop during lockdown because they were not classified as essential retailers by the government. How hard did this hit the specialist vape chains? Which retail chains (online, grocery convenience stores, larger supermarkets, etc) benefitted during lockdown? With 1 million people said to have given up smoking in the months after Covid hit, how many people have taken up vaping in the past year?

Channel change: This feature will explore in detail how the pandemic has driven changes in the retail channels (online, bricks & mortar, specialist, grocers etc) shoppers are getting their nicotine hits from.

Big tobacco: The influence of the big tobacco companies in the vaping market has been growing for a number of years. Has tobacco's reach grown further in the past year, a result of the turmoil cause by Covid? Last year, we revealed that Marlboro owner PML had a stake in Britain's biggest vape chain, fuelling speculation the company would buy the retailer. Is such a move of the cards now?

Innovation: This feature will pay particular attention to innovation in e-cigs and vaping. How has the market responded to last May's ban on menthol and flavoured tobacco products?

Winners and losers: Which brands have seen the most growth in the past year and why? Have any seen significant declines in sales? Why?

Nielsen data: Using Kantar commentary, we explain the reasons behind the rise and fall of the subcategories that make up this market.

4 x innovations: we will profile four new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.