

The Grocer

Focus On: Vapes, Tobacco & Smoking Accessories

By George Nott (George.Nott@thegrocer.co.uk)

Publishing: 7 February 2026

Advertising deadline: 23 January 2025

Submissions deadline: 16 January 2025

One in four cigarettes smoked in the UK in 2025 was illicit, according to a report by a leading brand. Industry estimates suggest that as many as one in three vapes sold in the UK are illicit. The booming trade in smuggled and counterfeit tobacco and vapes is costing the Treasury millions in unpaid duty, putting pressure on legitimate retailers and suppliers and – according to a November BBC investigation – fuelling illegal immigration to the country. What's being done about it?

- How is this impacting sales of legitimate tobacco and vapes?
- What is the price difference between illicit and legitimate tobacco and vapes?
- How widespread is the problem?
- What are the authorities doing to stop it?
- How successful have they been?
- Aside from lost duty, what other risks does trade in illicit cigs and vapes pose society?
- What about accessories – what's new? What's selling best and what's in store for 2026?
- Which legitimate tobacco and vapes brands are in greatest growth and decline? Why?
- Other than low prices, how else are brands differentiating themselves?
- Sales of nicotine replacement therapy (NRT) products are booming. Why?
- Which NRT products are in steepest growth and decline? Why?
- What new products are due for launch in coming months?
- What impact has the disposable vapes ban had on the market?

Innovation

- We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.