



PHOENIX 2 RETAIL

Issue No. 6 March 2026

RETAIL NEWS

& INSIGHTS

WHITE FOX

AVAILABLE IN ORIGINAL 16MG & OUR NEW LOW 4MG, 8MG, 12MG

SMART . SLEEK . COOL



Vape Products Duty.

Where are we at?

From 1 October 2026, the UK introduces Vaping Products Duty (VPD) and the Vaping Duty Stamps (VDS) Scheme.

For most independent retailers, the key is simple: make sure the stock you buy is compliant, and avoid getting caught with non-stamped product.

What's changing *(in plain English)*



A new duty on vaping liquid

VPD is a **new excise duty on vaping liquid** (e-liquid). It applies to all substances intended for vaping, with or without nicotine.



A flat-rate duty

HMRC guidance states VPD will be charged at a single flat rate of **£2.20 per 10ml** of vaping liquid.



Duty stamps become the visible proof

Vaping duty stamps are secure labels that show a product is legal. **1 Oct 2026**, products released to the UK must carry the correct stamp.

FREE POS SUPPORT

Call 03333 050 981 to request your **FREE POS pack**.

Pre-duty tent card

Build awareness and encourage consumers to buy ahead of the change.



Flexi till magnet

Reminder that keeps the message in front of retailers and the latest updates.



Key Dates to Save

 Cut out and save by your till.



1ST
APR 2026
manufacturers/importers/
storage businesses must
apply for approval (HMRC
advises applying at least
45 working days in advance).



1ST
OCT 2026
duty applies and duty
stamp rules begin.



1ST
APR 2027
it becomes an offence
to **sell** vaping products
without a duty stamp
(unless in duty suspension).



What retailers should do now:

Tip #1

*Ask suppliers what
they're doing to
ensure stock will
be duty-stamped
and compliant.*

Tip #2

*Tighten buying closer
to October to reduce
the risk of awkward
transitional stock.*

Tip #3

*Train staff to
recognise duty
stamps and know
what to do if they
spot unstamped
products.*

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KLINT



**MOVING FORWARD WITH A NEW DESIGN
SAME GREAT FLAVOURS AND STRENGTHS**



This product contains nicotine which is a highly addictive substance.

BUY ONE OUTER
GET ONE OUTER
FREE



Next-Gen Nicotine.

What happens next?

2026 is a year of change. The category is maturing fast, more regulated, more segmented, with clearer winners emerging.

Retailers who keep ranges tight, stay flexible, and protect their margins will be best placed.

WHAT'S CHANGING

Pouches go mainstream

Pouches are growing as a convenient, compliant alternative to vapes. If they avoid excise duty, pricing stability could help drive further penetration.



Bigger-puff vapes dominate interest

Shoppers are being offered longer-lasting devices (e.g. 600 puffs moving to 1,500+).



The retail risk: fewer store visits

Longer-lasting devices can reduce purchase frequency. That matters because vaping has historically driven extra store visits and add-on purchases.

Cost pressure: protect your margin

China's decision to implement an export tax is expected to increase cost prices. Retailers may need to absorb increases or pass them on - either way, range discipline matters more.

Attention Retailers.

Quick wins for your store.

Keep core lines strong:
don't dilute space with too many "maybes".

Test selectively:
add a small number of new lines, prove them, then scale.

Merchandise for shopability:
clear signage, logical planograms, easy navigation.

Stay flexible:
consider modular fixtures that can adapt to regulation changes.

3 actions you can take right now

Simplify your range: keep what sells, lose what doesn't.

Upskill your team: quick guidance on strength, usage, and switching.

Get the basics right: pricing, availability, compliance, visibility.



IVG[®]
XL35

UP TO
35K
PUFFS



↑↑↑
**BOOST
MODE**

**LED
SCREEN**

15 FLAVOURS AVAILABLE
OUT NOW

Must have: *Big Puff* Devices

Below is a straight-to-the-point list of the **top big puff devices** and the **flavours customers are asking for most** - designed to help you buy smarter, avoid over-ranging, and keep availability strong on the lines that matter.

Popular Flavours

Blue Sour Raspberry

Blue Raspberry Ice

Cherry

Pineapple Ice

Hayati Pro Max+ Kit

Cherry Berry 20mg

Lemon & Lime 20mg

Blue Sour Raspberry 20mg

Mr Blue 20mg



IVG PRO 12

Blue Sour Raspberry 20mg

Blue Raspberry Ice 20mg

Fizzy Cherry 20mg

Pineapple Ice 20mg



Lost Mary BM6000

Cherry Ice 20mg

Pineapple Ice 20mg

Blue Sour Raspberry 20mg

Double Apple 20mg



IVG 2400

Blue Edition 20mg

Special Edition 20mg

Cherry Edition 20mg

Purple Edition 20mg



Hayati Pro Ultra+

Blue Sour Raspberry 20mg

Lemon & Lime 20mg

Cherry Berry 20mg

Blue Razz GB 20mg



IVG Smart Max

Fizzy Cherry 20mg

Blue Sour Raspberry 20mg

Frozen Cherry 20mg

Blueberry Raspberry 20mg



Nicotine Pouch Market Opportunity

Nicotine pouches are moving fast from 'niche' to 'mainstream'. For independent UK retailers, the opportunity is simple: build a tight, easy-to-shop range that delivers repeat purchases.



Market snapshot

and why it matters



There are around **500,000–600,000 UK adults** using nicotine pouches right now.



Predictions suggest more than **1 million users by 2028**.



The disposable vape ban has encouraged more shoppers to **explore alternatives**, and pouches are one of the easiest "try it" products because they're discreet and low-fuss.

Why we're buying pouches?



Discreet + convenient

Pouches fit real-life moments: travel, work, family time, or anywhere vaping/smoking isn't practical. That convenience is what drives repeat trade.

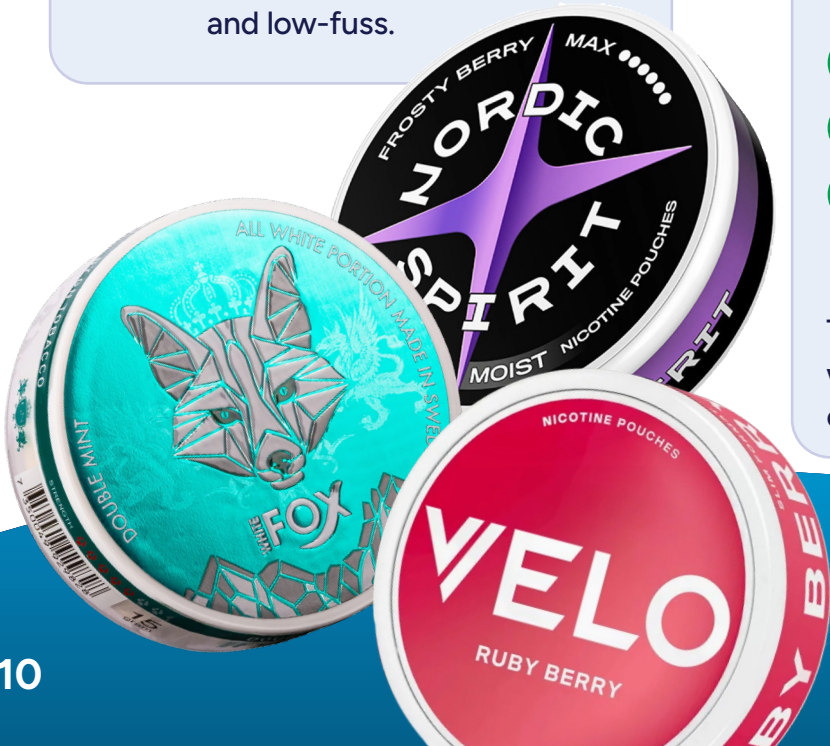
A "switching" category,

not always a full replacement

Many shoppers don't pick one nicotine format forever. They rotate between:

- ✓ Pouches for discreet use
- ✓ Vapes for social occasions
- ✓ Other products depending on lifestyle

That means the pouch category can win incremental sales - even when customers still vape.





What shoppers want

make it easy

Strength and flavour drive the decision

Most pouch purchases come down to two things:



Strength (this is where shoppers get stuck)



Flavour (choice matters, but too much choice slows the sale)

How to build a range that sells

Keep it tight and profitable



Lead with **best-known brands** as your core



Add **two - three challenger brands** (test before you expand)



Cover **entry / mid / premium** price points



Offer **multiple strengths** and core flavours

Merchandising that converts

Signage + planograms

Many shoppers still don't fully understand what pouches are or how to choose strength. Help them decide fast:



Clear category signage



Logical layout (strength first, flavour second)



A simple **"how to use"** prompt near the fixture

3 actions you can take this week

Simplify the fixture: keep best-sellers, remove slow movers.

Signpost strength clearly: make the choice obvious.

Brief your team: confidence at the counter drives conversion.



NEW. *DARK.* *BERRY.*

Maximise the growing nicotine pouch category.

Contact your sales rep and start stocking FUMI.



This product contains nicotine which is a highly addictive substance.

13

Popular Nicotine Pouches

This section highlights the top pouch lines and the most in-demand flavours so you can keep the range tight, reduce confusion at the fixture, and give staff a simple starting point for recommendations.

Popular Flavours

Popular Strength

Mint

Peppermint

Berry Profiles

8mg

FUMI



Fiery Mango 8mg

Tangy Strawberry 8mg

Freezy Mint 12mg

Blackcurrent 8mg

VELO



Freezing Peppermint 17mg

Freezing Peppermint 11mg

Bright Spearmint 6mg

Purple Grape 8mg

Pablo



Blue Raspberry 50mg

Frosted Mint 50mg

Frosted Ice 50mg

Grape Ice 50mg

White Fox



Double Mint 16mg

Five Paw Spearmint 16mg

Peppered Mint 16mg

Black Mint 30mg

XQS



Black Cherry 8mg

Berrynana Twist 8mg

Tropical 8mg

Raspberry Blackcurrent 8mg

Nordic Spirit



Mint 6mg

Mint 11mg

Spearmint 11mg

Mint 9mg

April 2026: China Vape VAT Changes

From 1 April 2026, China is expected to remove the 13% VAT export rebate for nicotine inhalation products.

In plain English: one of the cost “discounts” that helped keep China-made vape products cheap is going away - and wholesale prices may rise - but we are here to help.

Here is everything you need to know to prepare:

WHAT'S CHANGING

China export rebate removed

A VAT export rebate is a mechanism that can reduce the effective tax burden for exporters. If that rebate is cancelled, factories may need to **increase export prices** to protect their margins.

Batteries may also be affected

The same source notes rebates on **lithium batteries** may reduce (and could disappear entirely in 2027), which can add further pressure to device costs. That may shift the market towards device size and price as key drivers.

What it could mean for independent retailers



Higher costs and tighter margins...

If your range relies heavily on China-sourced hardware or liquids, you may see:



Price increases from suppliers



More frequent price changes



More pressure on PMP/value

More risk in over-stocking

When costs are moving, the wrong buy can leave you with stock that's hard to price competitively.

WHAT TO DO NOW:

Review your top sellers: protect space for the fastest movers.

Plan pricing early: decide what you'll hold, what you'll pass through, and where you'll trade shoppers across formats.

WHITE FOX

AVAILABLE IN ORIGINAL 16MG
& OUR NEW LOW 4MG, 8MG, 12MG

4 8 12



THE NEW LOW NIC RANGE
ALL THE FLAVOUR. JUST LIGHTER

Top Selling 600 Puffs Pod Kits

This section is a quick snapshot of the **top-performing device lines** and the **flavours that consistently shift** - useful for tightening your range, protecting space for best-sellers, and keeping your fixture easy to shop.

Popular Flavours

Lemon & Lime

Cherry

Blue Raspberry Ice

Blue Sour Raspberry

SKE Bar

Lemon & Lime 20mg

Cherry Ice 20mg

Sour Pineapple Ice 20mg

Strawberry Burst 20mg



Lost Mary BM600

Pineapple Ice 20mg

Double Apple 20mg

Grape 20mg

Blue Razz Ice 20mg



Crystal 600 Pro

Lemon & Lime 20mg

Cherry Ice 20mg

Blueberry Sour Raspberry 20mg

Blue Razz Lemonade 20mg



ELFbar 600

Watermelon 20mg

Blueberry Sour Raspberry 20mg

Blueberry 20mg

Cherry Ice 20mg



IVG Reload

Blue Raspberry Ice 20mg

Lemon & Lime 20mg

Fizzy Cherry 20mg

Sour Blueberry Raspberry 20mg



Gold Bar Reload

Cherry Fizz 20mg

Blue Raspberry 20mg

Lemon Lime 20mg

Watermelon Ice 20mg





SKE 600 PRO

Your Classic Taste Just One Click Away

Click!



Up To 600
Puffs



400mAh
Battery Capacity



2%
Nicotine Level



Type-C
Charging Type



Reusable
Replaceable
Rechargeable



PHOENIX 2 RETAIL

FREE in-store POS

to answer Vape Duty price questions (and protect sales)

Vape prices are changing – and customers will notice. To help you stay ahead of the questions (and keep the conversation simple at the till), we are providing FREE point of sale you can use in-store before and after the duty change.

It is designed to do two jobs:

1

Drive pre-duty sales with clear “buy before” messaging

Pre-duty tent card

build awareness and encourage consumers to buy ahead of the change.



2

Explain the price rise after the change in plain English, without staff getting put on the spot

Post-duty tent card

to explain the new pricing clearly once the duty is live.



Flexi till magnet

reminder that keeps the message in front of the consumer.



Window posters

for consumer facing clarity and to push your message.



When price changes hit, the retailers who do best are the ones who communicate early, stay consistent, and keep it simple. This POS pack helps you do exactly that – without slowing down service.

**Contact us on 03333 050 981
to request your FREE POS pack when it lands.**