




Filshill
EST 1875

Your Guide for the Vape Ban

A Comprehensive Overview

V1 March 2025



The disposable Vape ban takes effect on 1st June 2025, requiring retailers to clear all stock beforehand.

After this date, any remaining disposables must be securely stored away from the shop floor, clearly marked as not for sale, and kept out of public view and staff access to avoid fines and trading restrictions.

2025 Disposable Vape Ban

What Retailers Should Know

What is the definition of a disposable or single use Vape?

A disposable electronic cigarette device that is Prefilled with E-liquid and designed for one-time use. Once the E-liquid is consumed or the battery runs out, the device is discarded.

From 1st June 2025, all vaping products for sale must meet the specific legal and regulatory requirements for rechargeable devices as follows:

- **Refillable Design:** Any vaping device on the market must have a refillable container (no more than 10mL in size) or a pod system where the pod can be replaced separately.
- **Rechargeable Compatibility:** All devices must be rechargeable, eliminating the use of disposable, single-use Vapes.
- **Replaceable Coils or Pods:** If a device contains a coil, it must either be replaceable or housed within a cartridge or pod that can be swapped out when necessary.

You must ensure that all products available for sale after the ban meet the required standards.

Retailers must provide compatible replaceable pods for any rechargeable Vape devices they sell. Not providing refillable solutions for devices you sell is non-compliant.

Please ensure your employees are well-equipped to answer customer questions and recommend legal rechargeable alternatives.

Penalties for Non-Compliance



Retailers found selling non-compliant Vapes after the 1st June 2025 deadline may face severe legal consequences.

- **Fixed Monetary Penalties (FMPs):** Initial fines will start at **£200**, with the possibility of reduction to **£100** if paid within 28 days.
- **Continued Non-Compliance:** Repeat offences may result in stop notices, preventing businesses from selling all vaping products.

Preparing for the Transition

The steps that you need to follow

Retailers must act now by stocking compliant products well in advance of the deadline to ensure a seamLess transition. Proactive measures include:

- **Optimising your new range** with the best selling rechargeable devices containing at least 25% refillable pods within each range eg. 1 brand = 9 devices & 3 pods.
- **Educating both staff and customers** about the new regulations and legal alternatives, to guide consumers.
- **Phasing out disposable Vape stock** and replacing it with long-term, compliant alternatives.

Retailers should start transitioning their stock now, reducing down the number of disposables on sale, keeping only the fastest selling lines. They should start moving towards compliant, rechargeable vaping products to continue meeting consumer demand, whilst following legal up-coming legal guidelines.

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The Shift to Compliant Vaping

This list serves as a comprehensive overview of the currently available vaping products in the market, along with their newly established legal counterparts.



Elf Bar 600 Disposable



Elf Bar 600 Prefilled Pod Kit



Lost Mary BM600 Disposable



Lost Mary BM600 Prefilled Pod Kit



SKE Crystal Bar 600 Disposable



SKE Bar 600 Prefilled Pod Kit



PIXL 6000 Disposable



PIXL 8000 Prefilled Pod Kit



Hyola Pro Max Disposable



Hyola Pro Max Prefilled Pod Kit



Lost Mary BM6000 Disposable



Lost Mary BM6000 Prefilled Pod Kit



Elf Bar AF5000 Disposable



Elf Bar AF5000 Prefilled Pod Kit



IVG 2400 4in1 Disposable



IVG 2400 4in1 Prefilled Pod Kit



ELFBAR

ELFBAR 600 Disposable

Replaceable Pod ☒

Rechargeable ☒

Ban Compliant ☒

How to spot the legal versions:



ELFBAR 600 Prefilled Pod Kit

Replaceable Pod ☒

Rechargeable ☒

Ban Compliant ☒

How to spot the legal versions:



Replacement Pods Available

POD RRP £5.99

Available from: **14th April***



SKE

SKE Crystal Bar 600 Disposable

Replaceable Pod ☒

Rechargeable ☒

Ban Compliant ☒

How to spot the legal versions:



SKE Bar 600 Prefilled Pod Kit

Replaceable Pod ☒

Rechargeable ☒

Ban Compliant ☒

How to spot the legal versions:



Replacement Pods Available

POD RRP £2.99

Available from: **14th April***

LOST MARY


LOST MARY BM600 Disposable

Replaceable Pod ☒

Rechargeable ☒

Ban Compliant ☒

How to spot the legal versions:




LOST MARY BM600 Prefilled Pod Kit

Replaceable Pod ☒

Rechargeable ☒

Ban Compliant ☒

How to spot the legal versions:



Replacement Pods Available

POD RRP £5.99

Available from: **14th April***



PIXL

PIXL 6000 Disposable

Replaceable Pod ☒

Rechargeable ☒

Ban Compliant ☒

How to spot the legal versions:



PIXL 8000 Prefilled Pod Kit

Replaceable Pod ☒

Rechargeable ☒

Ban Compliant ☒

How to spot the legal versions:



Replacement Pods Available

POD RRP £7.99

Available from: **8th April***

*Dates shown are approximate

*Dates shown are approximate

HYOLA

HYOLA PRO MAX 6000 Disposable

- Replaceable Pod ☒
- Rechargeable ☒
- Ban Compliant ☒

How to spot the
legal versions:



HYOLA PRO MAX 8000 Prefilled Pod Kit

- Replaceable Pod ☒
- Rechargeable ☒
- Ban Compliant ☒

Available from:
8th April*

Replacement
Pods Available



LOST MARY

LOST MARY BM6000 Disposable

- Replaceable Pod ☒
- Rechargeable ☒
- Ban Compliant ☒

How to spot the
legal versions:



LOST MARY BM6000 Prefilled Pod Kit

- Replaceable Pod ☒
- Rechargeable ☒
- Ban Compliant ☒

Available from:
15th April*

Replacement
Pods Available

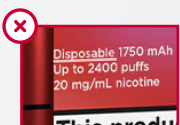


IVG

IVG 2400 4in1 Disposable

- Replaceable Pod ☒
- Rechargeable ☒
- Ban Compliant ☒

How to spot the
legal versions:



IVG 2400 4in1 Prefilled Pod Kit

- Replaceable Pod ☒
- Rechargeable ☒
- Ban Compliant ☒

Available from:
Now

Replacement
Pods Available



Compliant Ready Products

This list serves as a comprehensive overview of new and currently available compliant ready products available & coming soon.



PIXL Duo 12
Prefilled Pod Kit



Elf Bar ELFA Pro
Prefilled Pod Kit



SKE Crystal CL6000
Prefilled Pod Kit



IVG Pro 12
Prefilled Pod Kit



IVG SAVR
Prefilled Pod Kit



SKE Crystal 2400
4in1 Prefilled Pod Kit



Blu Bar
Prefilled Pod Kit



Apollo 20K by Gold Bar
Prefilled Pod Kit



Gold Bar Reload
Prefilled Pod Kit



Juil 2
Prefilled Pod Kit



SKE Crystal Plus
Prefilled Pod Kit

ELFBAR Replacement Pods Available

KIT RRP £5.99

POD RRP £5.99

Elf Bar ELFA Pro Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now

PIXL Replacement Pods Available

KIT RRP £12.99

POD RRP £8.99

PIXL DUO 12 Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now

IVG Replacement Pods Available

KIT RRP £10.95

POD RRP £7.95

IVG PRO 12 Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now

SKE Replacement Pods Available


KIT RRP £12.99

POD RRP £7.49

SKE Crystal CL6000 Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



IVG
SAVR
Prefilled Pod Kit


Replacement Pods Available

POD RRP £4.45

KIT RRP £5.99

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



SKE
Crystal 4in1 2400
Prefilled Pod Kit


Replacement Pods Available

POD RRP £8.99

KIT RRP £12.99

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



SKE
Crystal Plus
Prefilled Pod Kit

Replacement Pods Available

POD RRP £5.99

KIT RRP £5.99

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



JUUL²
Juul 2
Prefilled Pod Kit


Replacement Pods Available

POD RRP £6.99

KIT RRP £6.99

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



blubar
Blu Bar
Prefilled Pod Kit

Replacement Pods Available

POD RRP £5.99

KIT RRP £5.99

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



APOLLO
Apollo 20K by Gold Bar
Prefilled Pod Kit


Replacement Pods Available

POD RRP £4.99

KIT RRP £8.99

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



GOLDBAR
Gold Bar Reload
Prefilled Pod Kit

Replacement Pods Available

POD RRP £5.99

KIT RRP £5.99

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



How to best divide your space between the 5 essential nicotine sub-categories:-



In Feb 25 it represented 22.5% market share, up from 12% 6 months ago. Nearly all brands have products within this category and are imminently launching compliant post ban versions. If they already haven't.

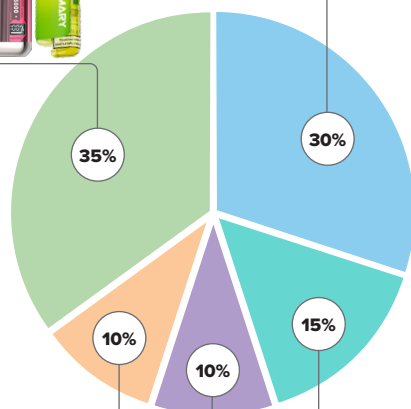
It is recommended to allocate the largest space at 35% to these devices, as they become more and more popular with consumers. Why are they so popular? They strike the optimum balance between consumer price point, value for money, device size & replenishment rate, meaning both retailers & consumers alike prefer them to others.



The rise of newer 10mL plus 2mL devices (12mL total) towards the end of 2024, has caused the **4-in-1 category to fall dramatically by approximately 30% in the last 6 months**, due to the 10+2mL offering more value to the consumer, for the same retail price. In Feb 25, this subcategory fell into 3rd place behind 10+2mL devices.

It is important to keep a good range within this category, however as the **category will likely continue to decline**, our recommendation is that it should equate to 10% share of planogram space.

Market Share	Sep24 22.5% Feb25 17.5%	↓4.9%	Revenue	↓31%
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10% Shelf Space Recommended

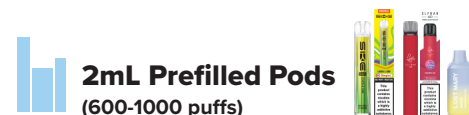
1-2 No. Brands Recommended

This sub-category is also in growth up approximately 30% in the last 6 months. Brands such as ElfLiq and Elux are becoming more and more popular, offering the **very best value to Vapers** that are happy to refill their devices with £2.50-£3.99 RRP for a 10mL bottle.

Whilst in growth it **still only represents 3.5% in terms of total revenue**, but to complete the offering to all consumers we recommend allocating 10% of total space to this category. Reminder to also stock at least 1 x Open Tank Kit and 1 x Replacement Pod, from which you will generate ongoing business.

Market Share	Sep24 2.4% Feb25 3.5%	↑1.1%
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Revenue	↑ 31.2%
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30% Shelf Space Recommended

This has been the dominant sub-category in Vaping for over 3 years. In February 2025 it equated to approximately 49% of all Vape sales. **Leading brands such as SKE, Lost Mary and Elf Bar have compliant versions of their 2ml products with replacement pods launching imminently prior to the June 1st ban** The pods repurchase will mostly give consumers 4mL (2 x 2mL) for £5.99 RRP versus 2mL in the kit.

However, in the last 6 months 2mL products have **declined nearly 25%**, as customers switch to higher puff count devices which offer better value for money because they last longer. It is important to keep a good range within this category, for customers who prefer carrying & vaping smaller devices, and spending less per device. **The decline in this category is however expected to continue.** Our recommendation is that it should equate to 30% share of planogram space.

Market Share	Sep24 57.3% Feb25 48.9%	↓8.5%	Revenue	↓24.7%
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15% Shelf Space Recommended **2-4** No. Brands Recommended

In Feb 2025 Nicotine Pouches represented 7.6% of the total market (Vaping plus Nicotine Pouches).

This is now a category in its own right, that stores cannot afford to ignore. Nicotine Pouches have seen a **13% rise in revenue over the last 6 months**, and it is widely predicted that Nicotine Pouches will continue to see growth in the UK.


This is from vapers & smokers not being able to consume their product in public places, and some of them now wanting non inhaling nicotine alternatives.

Stores should now all consciously ensure that they have a good basic range of brands, **with good variation in strengths (3mg to 30mg/pouch)** & flavours. We recommend allocating 15% of space to the category. If you are short on back wall space, encourage stores to utilise a countertop unit (CTU), which can be small due to the size of the product.

Market Share	Sep24 5.9% Feb25 7.6%	↑1.7%	Revenue	↑13%
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**20mL-24mL devices
(20,000-30,000 puffs)**

Many of the leading brands are launching a slightly larger device compared to the traditional 2mL format, which retails around £5.99 RRP, this offers consumers double the value for the same price. In the last 6-12 months, the market has seen a growth “extra large” puff count devices which contain 20ml, 22ml or 24ml of e-liquid. **This equates to puffs in excess of (approximately) 20,000 for the consumer. These products retail at £15.00 - £20.00 RRP which gives retailers a higher POR, and offers consumers better value for money.** However, revenue would be lower due to less frequency in customer purchases as they offer a far greater puff count compared to any other product. We would advise to stock one brand, from this category,



2mL+2mL (2000 puffs)
or 2mL+4mL (3000+ puffs)

Many of the leading brands are launching a slightly larger device (in liquid and size of device) compared to the traditional 2mL format, which also retail at \$5.99+ RRP, and so offer consumers double the value (or more) for the same price. The category is not yet proven, and marginally larger size of device may be a barrier, **but could become significant, if consumers adopt these devices over the old 2mL format.** One to watch.



BACKED BY INDUSTRY DATA

Product Recommendations

Find below a comprehensive summary of the brands and leading products available in each vaping sub-category & nicotine pouches. We recommend the following ranges for your display solutions.

Display Ratio

- 35% Legal Big Puffs
- 30% 2mL Pod Systems
- 15% Nic Pouches
- 10% 4in1 Big Puff
- 10% 10mL Nic Salts



10mL + 2mL Legal Big Puffs

Consisting of 10mL+2mL and 20-24mL devices (containing either 1 or 2 flavour variants)



2mL Pod Systems

Rechargeable devices with replacement pods



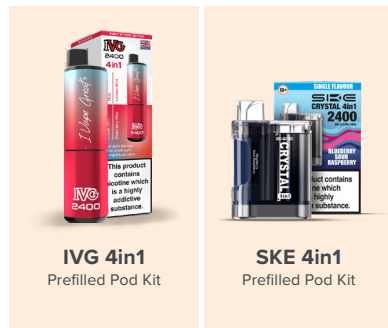
Leading Nicotine Pouches

UKs top 5 pouches, with multiple flavours and strengths ranging from 3mg to 30mg



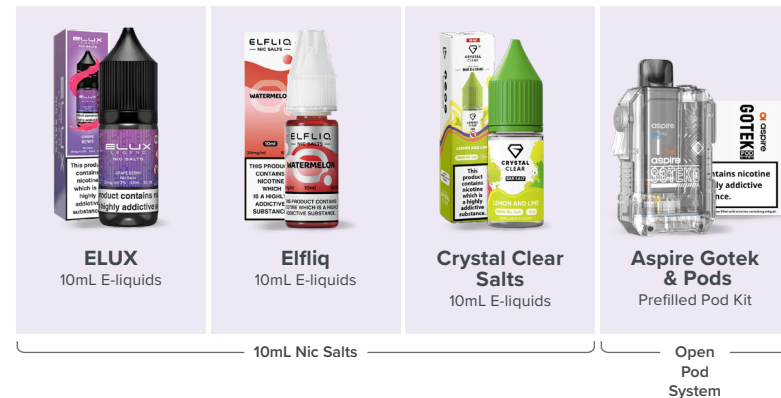
4in1 Legal Big Puff

Rechargeable compliant 4 x 2mL pod systems with multiple flavour variants



10mL Nic Salts & Open Pod System

Best selling 10mL E-liquid bottles together with the most popular, entry level, open tank systems with pods.



Enforcement & Record Keeping

Stock Purchase Records

NATIONAL TRADING STANDARDS

Protecting Consumers
Safeguarding Businesses

Retailers should keep detailed records, including invoices and receipts, to verify that all products were legally sourced. Trading Standards may conduct enforcement visits at any time, and maintaining well-organised records will help retailers demonstrate compliance with the law.



Recycling Bins

Despite disposables no longer being available, it is still a legal requirement. If you sell Vape devices in store, you must provide a dedicated Vape recycling bin. This is primarily for the discarding of the batteries at the end of their life cycle, as well as empty used pods.

Want to know more?

For further advice please contact your **JW Filshill BDM** who will advise you on the best sellers that are fully compliant post June in addition to a range of 10mL salts and nicotine pouches.