

The UK vaping market continues to evolve as consumer behaviour, regulatory frameworks, and fiscal policy intersect. In 2026, adult vaping prevalence is expected to remain stable at around 9–10%, with the number of adult vapers now slightly exceeding that of smokers. Youth vaping, which previously showed strong growth, is projected to plateau or decline due to stricter regulations on disposable products, flavours, and marketing.



Retail sales are forecasted to reach approximately £761 million in 2026. The introduction of the **Vaping Products Duty** in October 2026 (taxed at £2.20 per 10 ml of e-liquid) will significantly influence product pricing, purchasing behaviour, and market dynamics. The UK convenience sector plays a significant part in this network, with sales in this sector alone over doubling since 2017, highlighting the increasing importance of grab-and-go retailers such as newsagents and corner shops.

Over the past two years, ALFA Connect Group has conducted in-depth research to uncover the trends shaping this market and what matters most to both retailers and customers. Here are three key factors to watch going forward.

+40%

...the increase in the likelihood of a vape brand being the top-seller in a convenience store when a Vape's promotional presence is executed well.

Vape brands must continue to support convenience retailers and independents with sales and promotional visits to maintain visibility and relevance for both retailers and their customers.

£2.20 per 10ml

Higher retail prices: Products with larger liquid volumes (e.g., 100 ml fills) could see substantial tax add-ons, increasing price points by £22+ before VAT.

Consumer behaviour: Many users may *stockpile before the duty kicks in*, creating a pronounced bump in sales in mid-to-late 2026.

Retail mix shift: Higher prices may push consumers toward *smaller pod systems and lower-liquid products*, where duty has less impact per handset.

Retailers may absorb some tax to maintain competitive prices, but average retail prices are *likely to rise 30–50%* post-duty according to our analysis.

+60%

...the potential increase in Vape sales during promotional periods.

Retailers that embrace promotional drives but also then consolidate by emphasise **staff product knowledge, personalised recommendations and wholesale top-up** often see better conversion rates.

For more information about ALFA Connect Group's research on the Vape industry, or our expertise in Customer Experience and Field Marketing, please don't hesitate to get in touch

[Contact us today to learn more!](#)