




The UK vape market continues to evolve rapidly, with convenience retail at the centre of changing consumer habits, regulation and category growth. From flavour preferences and pricing sensitivity to shifting legislation and loyalty trends, vaping remains one of the most commercially important categories in the sector. This factsheet highlights key data, behaviours and insights shaping vape purchasing in UK convenience retail in 2026.

## Key Headlines:

**65%** 

Up to 65% of Vape users choose convenience stores as their regular source for purchase—citing ease of purchase and immediacy of product availability/range

**x6** 

Convenience and symbol stores sold up to **6x more big-puff devices than supermarkets** in 2025. Highlighting the sectors significance in Vape purchasing.



Convenience stores see vape-related transactions range from 95 to 250+ per week. Winning market share depends on visibility, retailer engagement, availability, and maximising sales during peak periods and promotions.

 **40%**

When promotional presence is executed well, there's a 40% increase in the likelihood of a brand being the top seller in store.

**3/4** 

Three quarters of convenience retailers require Vape brands to improve support they provide—through promo merchandising and links to wholesale information



Flavour drives repeat choice, price drives where people buy. When a favourite flavour is available at an acceptable price in a convenient store, it creates strong, habitual loyalty.

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!](#)