

Following a huge rise in the popularity of disposable vapes over the past five years, here are four key factors we anticipate will influence the vape industry in 2025 and beyond...

1 Staying present matters

In a convenience setting, when promotional presence is executed well for a vape brand, there's a 40% increase in the likelihood that brand is the top seller in store. Consistent presence is not just an advantage but a necessity in the competitive vape market...



2 Innovation redefining experiences



Advanced features and customisable options will grow in popularity as consumers shift toward longer-lasting, reusable, and tailored alternatives to disposables. Duty lies with brands and retailers to ensure these are responsibly marketed to customers...

3 A Matter of taste



A large proportion of disposable vapers have flavour preferences. Brands that prioritise consistency and offer easy transitions from disposables to refillable options with similar flavours and readily available refills will serve to strengthen customer loyalty and secure market position...

4 Why CX is vital to the industry

As regulatory changes loom, customers will increasingly turn to trusted retailers for advice on legal and reliable alternatives—especially if their loyalty currently lies with disposable products. This creates a significant opportunity for vape brands to step up and support both retailers and their customers through these transitions within store settings.



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