




VSL
TRADE

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.

VSL
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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.

 <p>Elf Bar 600 Disposable</p>	→	 <p>Elf Bar 600 Prefilled Pod Kit</p>
 <p>Lost Mary BM600 Disposable</p>	→	 <p>Lost Mary BM600 Prefilled Pod Kit</p>
 <p>SKE Crystal Bar 600 Disposable</p>	→	 <p>SKE Bar 600 Prefilled Pod Kit</p>
 <p>PIXL 6000 Disposable</p>	→	 <p>PIXL 8000 Prefilled Pod Kit</p>
 <p>Hyola Pro Max Disposable</p>	→	 <p>Hyola Pro Max Prefilled Pod Kit</p>
 <p>Lost Mary BM6000 Disposable</p>	→	 <p>Lost Mary BM6000 Prefilled Pod Kit</p>
 <p>Elf Bar AF5000 Disposable</p>	→	 <p>Elf Bar AF5000 Prefilled Pod Kit</p>
 <p>IVG 2400 4in1 Disposable</p>	→	 <p>IVG 2400 4in1 Prefilled Pod Kit</p>



ELFBAR

ELFBAR 600 Disposable

- Replaceable Pod
- Rechargeable
- Ban Compliant



- Replaceable Pod
- Rechargeable
- Ban Compliant

Replacement Pods Available



How to spot the legal versions:



Available from: 14th April*

SKE

SKE Crystal Bar 600 Disposable

- Replaceable Pod
- Rechargeable
- Ban Compliant



- Replaceable Pod
- Rechargeable
- Ban Compliant

Replacement Pods Available



How to spot the legal versions:



Available from: 14th April*

LOST MARY

LOST MARY BM600 Disposable

- Replaceable Pod
- Rechargeable
- Ban Compliant



- Replaceable Pod
- Rechargeable
- Ban Compliant

Replacement Pods Available



How to spot the legal versions:



Available from: 14th April*

PIXL

PIXL 6000 Disposable

- Replaceable Pod
- Rechargeable
- Ban Compliant



- Replaceable Pod
- Rechargeable
- Ban Compliant

Replacement Pods Available



How to spot the legal versions:



Available from: 8th April*

*Dates shown are approximate

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HYOLA

OLD
**HYOLA PRO
 MAX 6000**
 Disposable

- Replaceable Pod ❌
- Rechargeable ❌
- Ban Compliant ❌



NEW
**HYOLA PRO
 MAX 8000**
 Prefilled Pod Kit

- Replaceable Pod ✅
- Rechargeable ✅
- Ban Compliant ✅

Replacement Pods Available



How to spot the legal versions:



Available from:
8th April*

POD RRP
 £7.99



OLD
**ELFBAR
 AF5000**
 Disposable

- Replaceable Pod ❌
- Rechargeable ✅
- Ban Compliant ❌



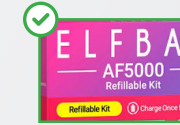
NEW
**ELFBAR
 AF5000**
 Prefilled Pod Kit

- Replaceable Pod ✅
- Rechargeable ✅
- Ban Compliant ✅

Replacement Pods Available



How to spot the legal versions:



Available from:
29th April*

POD RRP
 £7.99

Image Pending

LOST MARY

OLD
**LOST MARY
 BM6000**
 Disposable

- Replaceable Pod ❌
- Rechargeable ✅
- Ban Compliant ❌



NEW
**LOST MARY
 BM6000**
 Prefilled Pod Kit

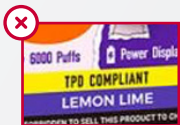
- Replaceable Pod ✅
- Rechargeable ✅
- Ban Compliant ✅

Replacement Pods Available



POD RRP
 £7.99

How to spot the legal versions:



Available from:
15th April*



OLD
**IVG 2400
 4in1**
 Disposable

- Replaceable Pod ❌
- Rechargeable ❌
- Ban Compliant ❌



NEW
**IVG 2400
 4in1**
 Prefilled Pod Kit

- Replaceable Pod ✅
- Rechargeable ✅
- Ban Compliant ✅

Replacement Pods Available



POD RRP
 £8.99

How to spot the legal versions:



Available from:
Now

*Dates shown are approximate

*Dates shown are approximate

Compliant Ready Products

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



COMING SOON
Hyola Ultra 30K
Prefilled Pod Kit



PIXL Duo 12
Prefilled Pod Kit



Elf Bar Dual 10K
Prefilled Pod Kit



Elf Bar 3200 4in1
Prefilled Pod Kit



Elf Bar ELFA Pro
Prefilled Pod Kit



Lost Mary NERA 30K
Prefilled Pod Kit



Lost Mary 4in1
Prefilled Pod Kit



SKE Crystal CL6000
Prefilled Pod Kit



SKE Crystal 2400
4in1 Prefilled Pod Kit



SKE Crystal Plus
Prefilled Pod Kit



BRAND NEW
Hula 7000
Prefilled Pod Kit



IVG Pro 12
Prefilled Pod Kit



IVG SAVR
Prefilled Pod Kit



Vapresso Dojo
Blast 6000



Vapresso Dojo
Blast 2000 Go



Apollo 20K by Gold Bar
Prefilled Pod Kit



Gold Bar Reload
Prefilled Pod Kit



Juil 2
Prefilled Pod Kit



Blu Bar
Prefilled Pod Kit

COMING SOON

**HYOLA
ULTRA**

Replacement
Pods Available

KIT
RRP
£13.99



**HYOLA
ULTRA 30K**
Prefilled Pod Kit

- ✔ Replaceable Pod
- ✔ Rechargeable
- ✔ Ban Compliant

Available from:
21st April*

POD
RRP
£8.99



PIXL

Replacement
Pods Available

KIT
RRP
£12.99



**PIXL DUO
12**
Prefilled Pod Kit

- ✔ Replaceable Pod
- ✔ Rechargeable
- ✔ Ban Compliant

Available Now

POD
RRP
£8.99



ELFBAR

Replacement
Pods Available

KIT
RRP
£12.99



**Elf Bar Dual
10K**
Prefilled Pod Kit

- ✔ Replaceable Pod
- ✔ Rechargeable
- ✔ Ban Compliant

Available Now

POD
RRP
£7.99



ELFBAR

Replacement
Pods Available

KIT
RRP
£12.99



**Elf Bar
3200 4in1**
Prefilled Pod Kit

- ✔ Replaceable Pod
- ✔ Rechargeable
- ✔ Ban Compliant

Available Now

POD
RRP
£8.99



*Dates shown are approximate

ELFBAR

Replacement Pods Available

KIT RRP £5.99



Elf Bar ELFA Pro Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



LOST MARY

Replacement Pods Available

KIT RRP £15.99



Lost Mary Nera 30K Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



SKE

Replacement Pods Available

KIT RRP £12.99



SKE Crystal 4in1 2400 Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



SKE

Replacement Pods Available

KIT RRP £5.99



SKE Crystal Plus Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



LOST MARY

Replacement Pods Available

KIT RRP £12.99



Lost Mary 4in1 Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



SKE

Replacement Pods Available

KIT RRP £12.99



SKE Crystal CL6000 Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



BRAND NEW HULA

Replacement Pods Available

KIT RRP £12.99



Hula 7000 Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



IVG

Replacement Pods Available

KIT RRP £10.95



IVG PRO 12 Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



IVG Replacement Pods Available

POD RRP £4.45

KIT RRP £5.99

IVG SAVR Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now

dojo Replacement Pods Available

POD RRP £6.50

KIT RRP £12.99

Dojo Blast 6000 Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now

GOLDBAR Replacement Pods Available

POD RRP £5.99

KIT RRP £5.99

Gold Bar Reload Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now

JUUL² Replacement Pods Available

POD RRP £6.99

KIT RRP £6.99

Juul 2 Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now

dojo Replacement Pods Available

POD RRP £3.99

KIT RRP £5.99

Dojo Blast 2000 Go Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now

APOLLO Replacement Pods Available

POD RRP £4.99

KIT RRP £8.99

Apollo 20K by Gold Bar Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now

blubar Replacement Pods Available

POD RRP £5.99

KIT RRP £5.99

Blu Bar Prefilled Pod Kit

- ✓ Replaceable Pod
- ✓ Rechargeable
- ✓ Ban Compliant

Available Now



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 **VSL Trade rep** 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.

Call: 0121 663 1339

Compliant Ready Gantry Solutions

Optimising your planograms & displays

The coming months will witness the biggest transition of on-shelf products that the industry has ever seen.

It is our role, as the leading supplier of vaping products to the UK convenience market, to assist you through this period. Using data-led recommendations, we will offer planogram solutions and display units to generate you the highest possible revenue.



VSL's data-driven recommendations*

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

10mL+2mL Legal Big Puffs (5000-8000 puffs)



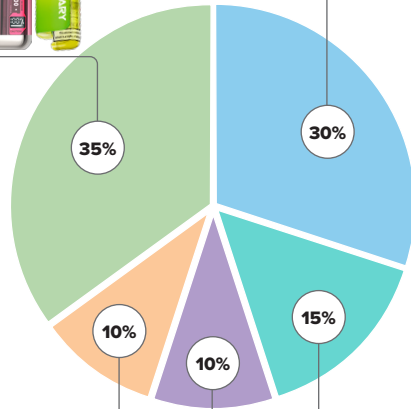
35% Shelf Space Recommended **3+** No. Brands Recommended

These are currently the fastest growing Vape devices across the UK. In the last 6 months they have **grown approximately 66% in revenue**. It now represents the 2nd largest subcategory within Vaping, and it is **predicted this trend will continue**.

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.

Market Share	Sep24 12% Feb25 22.5%	↑10.5%	Revenue	↑66%
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4in1 Legal Big Puffs (2400-3200 puffs)



10% Shelf Space Recommended **1-2** No. Brands Recommended

This sub-category has had a fantastic 12-24 months, led by the hugely successful IVG 2400 range, which offers 8mL in a kit, in addition to 4 different flavour variants. In September 2024, it was approximately 22% of all Vaping revenue. It was also the 2nd largest category behind 2mL products.

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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10mL E-liquid & Pod Kits



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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2mL Prefilled Pods (600-1000 puffs)



30% Shelf Space Recommended **3** No. Brands 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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Nicotine Pouches



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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What about stocking emerging sub-categories?

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.

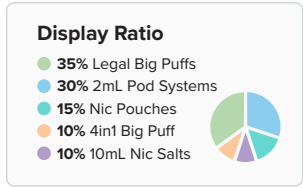


*The above analysis has been done using data from RDP (Retail Data Partnership) that records EPOS data from 8900 convenience stores within the UK.

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.



10mL + 2mL Legal Big Puffs

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

<p>PIXL 8000 Prefilled Pod Kit</p>	<p>PIXL DUO 12 Prefilled Pod Kit</p>	<p>HYOLA PRO MAX 8000 Prefilled Pod Kit</p>	<p>HYOLA ULTRA 30K Prefilled Pod Kit</p>	<p>IVG PRO 12 Prefilled Pod Kit</p>
<p>LOST MARY BM6000 Prefilled Pod Kit</p>	<p>SKE Crystal CL6000 Prefilled Pod Kit</p>	<p>LOST MARY Nera 30K Prefilled Pod Kit</p>	<p>Elf Bar DUAL 10K Prefilled Pod Kit</p>	<p>Elf Bar AF5000 Prefilled Pod Kit</p>

4in1 Legal Big Puff

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

<p>IVG 4in1 Prefilled Pod Kit</p>	<p>SKE 4in1 Prefilled Pod Kit</p>	<p>Elf Bar 4in1 Prefilled Pod Kit</p>	<p>Lost Mary 4in1 Prefilled Pod Kit</p>
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2mL Pod Systems

Rechargeable devices with replacement pods

<p>SKE BAR Prefilled Pod Kit</p>	<p>ELF BAR 600 Prefilled Pod Kit</p>	<p>LOST MARY BM600 Prefilled Pod Kit</p>	<p>Gold Bar Reload Prefilled Pod Kit</p>
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Leading Nicotine Pouches

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

<p>ZYN Nic pouches</p>	<p>VELO Nic pouches</p>	<p>NORDIC Nic pouches</p>	<p>PABLO Nic pouches</p>	<p>KILLA Nic pouches</p>		
<p>Up & Coming Nicotine Pouches</p>						
<p>CLEW</p>	<p>RUSH</p>	<p>GOAT</p>	<p>XQS</p>	<p>ICEBERG</p>	<p>CUBA</p>	<p>MAGGIE</p>

10mL Nic Salts & Open Pod System

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

<p>ELUX 10mL E-liquids</p>	<p>Elfliq 10mL E-liquids</p>	<p>Crystal Clear Salts 10mL E-liquids</p>	<p>Aspire Gotek & Pods Prefilled Pod Kit</p>	<p>Vaporesso XROS 4 mini & Pods Prefilled Pod Kit</p>
<p>10mL Nic Salts</p>			<p>Open Pod System</p>	

GANTRY OPTION 3

3m Gantry Display Unit + 2 x CTU

For stores with the largest back wall unitry, an opportunity to offer customers the most comprehensive, and widest selection of the top selling brands and flavours in every vaping sub-category.

Recommended Shelf Space

- 8 Shelves + CTU - 10 + 2mL Big Puff
- 6 Shelves - 2mL Pod Systems
- 3 Shelves + CTU - Nic Pouches
- 2 Shelves - 4in1 Big Puff
- 2 Shelves - 10mL E-liquid & Pod Kits

1st & 2nd 1m Display Unit

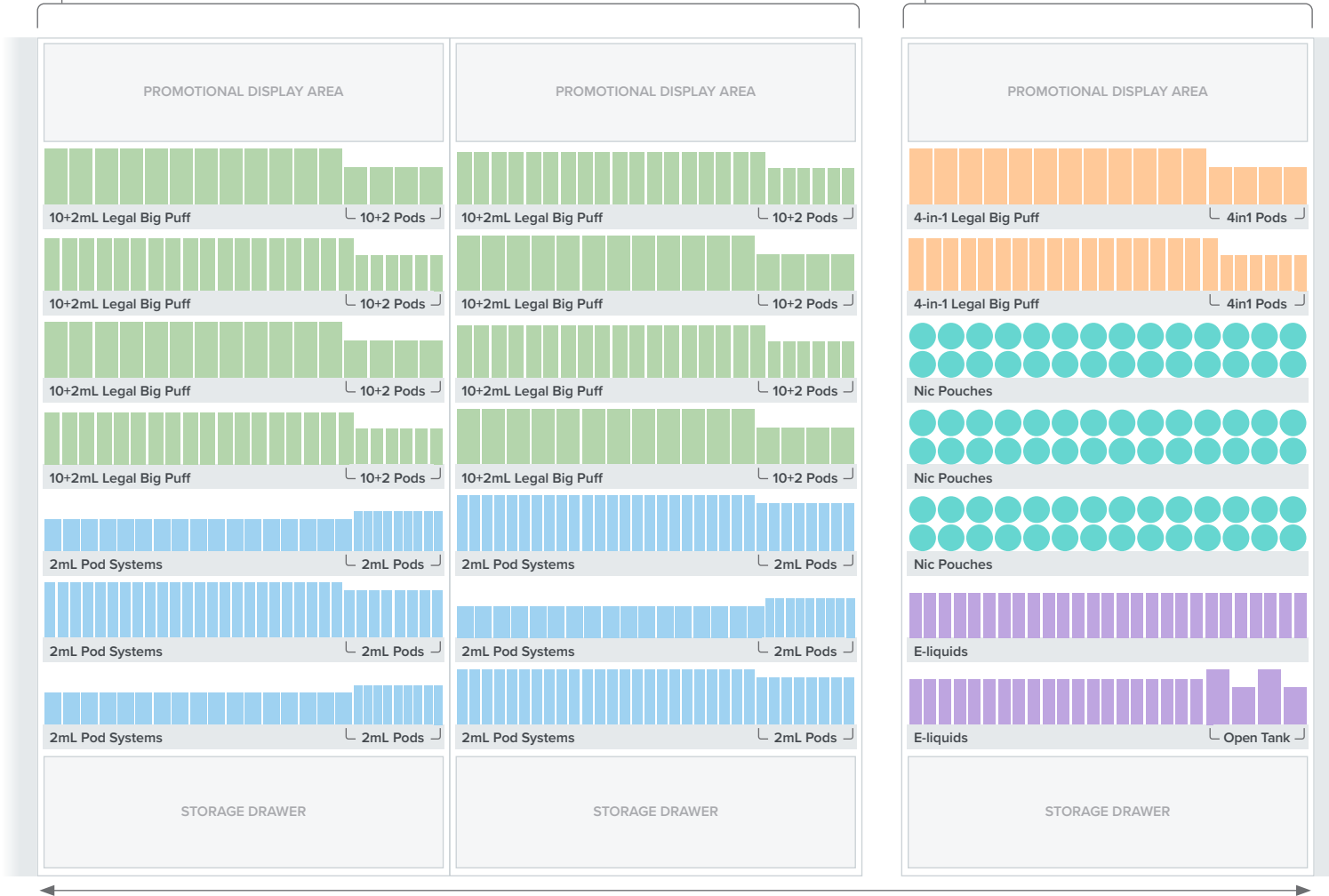
The top 8 shelves to be used exclusively for the fastest growing category, 2+10ml Legal Big Puffs, containing at least 25% pods. The bottom 6 shelves to display the 2ml pod systems with at least 25% pods.

3rd 1m Display Unit

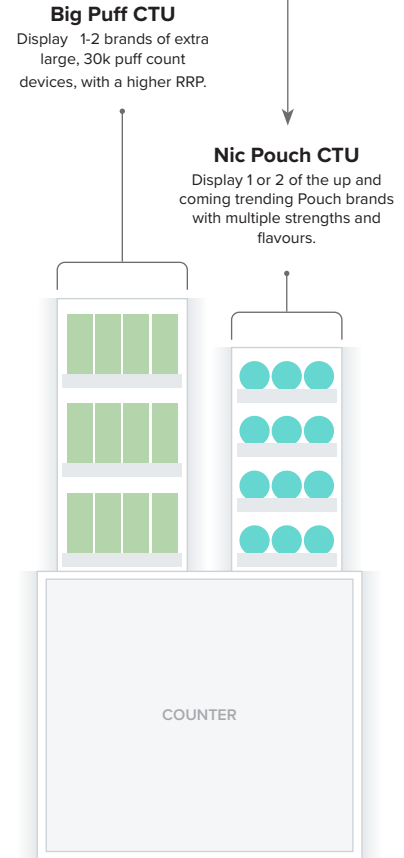
The top 2 shelves for 4-in-1 devices, 3 shelves of Nicotine Pouches, and the bottom 2 shelves for 10mL E-liquids & open tank systems.

2 x CTU

Due to space constraints on the back wall, place 2 CTUs on the counter in the most prominent consumer-facing positions.



3 Meter Display Gantry





**Want
to know
more?**

For further advice please contact your **VSL Trade rep** 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.

Call: 0121 663 1339