

NEWSHUB

FEATURED BRANDS

PIXL

HYCLA

PABLO

SIZE

FUMi

NORDIC
SPIRIT



ANY
SPACE.
ANYTIME.

Have you unlocked your
Nicotine Pouch category?

MADE IN SWEDEN



UK Vaping Products Duty

What do retailers & wholesalers need to know & when?

The Government will introduce Vaping Products Duty on 1st October 2026. This will apply to every type of vape liquid, even nicotine free options. Each retail unit must also carry a visible Vaping Duty Stamp to show that duty has been correctly paid.

The new framework mirrors the approach used for alcohol and tobacco excise, helping to create a more transparent and compliant market.

Save the Date	Key Milestone	Action to Take
April 2026	Registration Opens	Manufacturers & Importers apply for approval.
1 st October 2026	Duty Takes Effect	Vaping products duty starts. (£2.20 per 10ml)
1 st October 2026	Stamps Introduced	Products manufactured from this date must carry HMRC Vaping Duty Stamps
31 st March 2027	Grace Period Ends	Unstamped stock must be cleared
1 st April 2027	Full Enforcement	Illegal to sell unstamped products in the UK

VSL Trade's Commitment

We will remain **fully compliant** with all HMRC vape duty regulations and ensure every product you purchase meets the latest legal standards. Trusted by retailers nationwide, we are **committed to supporting your business** through every regulatory change.

Popular Prefilled Pod Kits

The leading prefilled 2ml pod kit brands and flavours this month.

Prefilled pod kits continue to grow as customers look for simple, reliable alternatives to disposables. Easy to use, cost-effective and backed by trusted brands, these devices are becoming a core part of the modern vape mission.



SKE Bar 600	
1	Lemon & Lime
2	Cherry Ice
3	Sour Pineapple Ice
4	Blueberry Sour Raspberry
5	Strawberry Burst

Lost Mary BM600	
1	Pineapple Ice
2	Blueberry Sour Raspberry
3	Cherry Ice
4	Triple Mango
5	Blueberry

Elfbar 600	
1	Watermelon
2	Blueberry Sour Raspberry
3	Blue Razz Lemonade
4	Strawberry Raspberry Cherry Ice
5	Cherry Ice

Gold Bar Reload	
1	Watermelon Ice
2	Hawaiian Sunrise
3	24K Mango
4	Spearmint
5	Summer Berries

Higo Krystal Pro 600	
1	Huba Buba
2	Mixed Berries
3	Lemon & Lime
4	Fruit Gum
5	Pineapple Ice

Source: VSL Trade App Sales Data - Oct-25 - Nov-25

New



EIGHT NEW REASONS UNLEASHED

HYOLA
ULTRA

HYOLA
ULTRA

EIGHT NEW REASONS UNLEASHED



8 EDITIONS



FIZZY EDITION
FIZZY POP +
ZESTY PUNCH



PINK EDITION
RAZZ BERRY+
BERRY BURST



RUBY EDITION
CHERRY SOUR RASPBERRY +
CHERRY LEMONADE



H'BUBBA EDITION
BLUEBERRY H'BUBBA +
WATERMELON H'BUBBA



BERRY MIX EDITION
STRAWBERRY KIWI +
BLUEBERRY SOUR
RASPBERRY



EXOTIC EDITION
PINEAPPLE TRIPLE BERRY +
POMEGRANATE CRANBERRY
ORANGE



MOJITO EDITION
MOJITO MADNESS +
GOLDEN MOJITO



FANTASY EDITION
BUBBLE BLAST +
DRAGONBERRY BLAST

PIXL 8000



PIXL 8000 TOP SELLING FLAVOURS

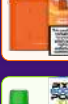
This product contains nicotine which is a highly addictive substance

Top 10 Best Selling PIXL 8000

Kit Flavours

-  **#1** Blueberry Sour Razz
-  **#2** Lemon & Lime
-  **#3** Strawberry Burst
-  **#4** Cherry Ice
-  **#5** Blueberry Raspberry
-  **#6** Blue Magic
-  **#7** Cola Lime
-  **#8** Pineapple Ice
-  **#9** Pink Razz
-  **#10** Strawberry Watermelon

Pod Flavours

-  **#1** Blueberry Sour Razz
-  **#2** Cherry Ice
-  **#3** Strawberry Burst
-  **#4** Blueberry Raspberry
-  **#5** Lemon & Lime
-  **#6** Strawberry Watermelon
-  **#7** Pineapple Ice
-  **#8** Juicy Peach
-  **#9** Blue Razz Lemonade
-  **#10** Hawaiian Oasis

STOCK UP NOW & DRIVE SALES

pixlvape.com

Leading Nicotine Pouches

The top-performing brands and flavours based on VSL sales.

One of the fastest-growing categories in convenience, nic pouches offer customers a discreet and tobacco-free way to enjoy nicotine. With more shoppers exploring pouches as part of New Year health shifts, stocking the right range the right range is key!



Pablo Exclusive

1	Grape Ice (30mg)
2	Pear (30mg)
3	Frosted Mint (30mg)
4	Kiwi (30mg)
5	Passion Fruit (30mg)

VELO

1	Freezing Peppermint (17mg)
2	Freezing Peppermint (11mg)
3	Crisp Peppermint (10mg)
4	Bright Spearmint (6mg)
5	Lime Flame (8mg)

Nordic Spirit

1	Spearmint (11mg)
2	Spearmint (9mg)
3	Mint (6mg)
4	Mint (9mg)
5	Spearmint (9mg)

Killa

1	Cold Mint (13.2mg)
2	Tropical Punch (13.2mg)
3	Pineapple (13.2mg)
4	Dark Cherry (13.2mg)
5	Blue Raspberry (13.2mg)

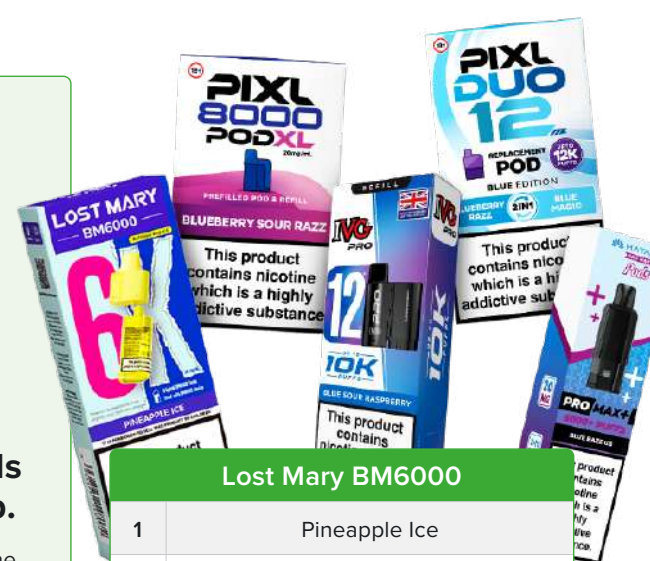
ZYN

1	Icy Blackcurrant (12.5mg)
2	Black Cherry Mini (6mg)
3	Cool Mint Mini (3mg)
4	Cool Mint Mini (6mg)
5	Menthol Ice (13.5mg)

Top Tier Big Puff Pods

The bestselling high capacity 10 + 2ml pods on the VSL Trade App.

Big Puff devices continue to lead the shift in customer behaviour following the disposable ban. Their long-lasting formats, strong flavour delivery and simple pod systems have made them a top choice for returning and newly switching vapers.



Lost Mary BM6000

1	Pineapple Ice
2	Cherry Ice
3	Strawberry Ice
4	Lemon Lime
5	Blueberry Sour Raspberry

PIXL 8000

1	Blueberry Sour Razz
2	Cherry Ice
3	Strawberry Burst
4	Blueberry Raspberry
5	Lemon & Lime

PIXL DUO

1	Blue Edition
2	Cherry Edition
3	Lime Edition
4	Strawberry Edition
5	Lemonade Edition

IVG Pro 12

1	Blueberry Sour Raspberry
2	Blueberry Raspberry Ice
3	Classic Menthol
4	Strawberry Raspberry Cherry
5	Cherry Ice

Hayati Pro Max+ 6K

1	Blue Razz GB
2	Blueberry Sour Raspberry
3	Juicy Peach
4	Fizzy Cherry
5	Lemon Lime

Available now on VSL Trade

30 BOLD FLAVOURS

AVAILABLE IN
**10MG
& 20MG
STRENGTHS**



PIXL
NICSALTS
LIFE TASTES BETTER



- | | | | | | |
|---------------------|---------------------|-----------------------------|-----------------------|-----------------|--------------------|
| BANANA ICE | BLACK BLUEBERRY | BLACKCURRANT MENTHOL | BLUE RAZZ CHERRY | BLUE RAZZ GUMMY | BLUE RAZZ LEMONADE |
| BLUE SOUR RASPBERRY | BLUEBERRY RASPBERRY | CHERRY ICE | CHERRY SOUR RASPBERRY | COLA LIME | DARK CHERRY ICE |
| FIZZY CHERRY | FRESH MINT | GRAPE | GRAPE BERRY | GUMMY BEAR | HUB BUB |
| JUICY PEACH | LEMON&LIME | MENTHOL | MR BLUE | OASIS | PINEAPPLE ICE |
| RHUBARB RASPBERRY | STRAWBERRY ICECREAM | STRAWBERRY RASPBERRY CHERRY | STRAWBERRY WATERMELON | TRIPLE MANGO | WATERMELON ICE |

This product contains nicotine which is a highly addictive substance



SKE BAR

Still the Original & Still the King

Important SKE Bar 600 Price Update

Why Does This Matter?

Many retailers are accidentally pricing this pod at £5.99 because most 600 puff brands sell 2-packs. SKE pods are different!

They come as 1 pod only, so the correct price is £2.99.

When priced at £5.99, customers will not buy it, and it will appear as though the product does not sell.

How to Price SKE Bar 600 Pods

1	Check that the pack contains 1 pod.
2	Set the RRP to £2.99 in your store.
3	Watch sales improve when priced correctly!



This product contains nicotine which is a highly addictive substance.

Correct Pricing



Better Sales



Fewer Returns



2025



New Year. New Deals!

LIMITED TIME EXCLUSIVE OFFERS



Up to
25%
OFF

Peelerz

Fruit Gummies

12 pcs

£1.99 RRP



Up to
15%
OFF

Coca Cola Original

Japanese Aluminium Bottle

24 pcs

£2.49 RRP



Up to
25%
OFF

Fanta

Chinese 500ml Bottle

12 pcs

£1.99 RRP



Up to
30%
OFF

Well & Truly

Crunchies Baked Snacks

14 pcs

£2.49 RRP



Up to
20%
OFF

Proper

Prawn Cocktail Lentil Chips

30 pcs

£2.00 RRP



Up to
20%
OFF

Proper

Sea Salt Lentil Chips

30 pcs

£2.00 RRP



Buy One
Get One
FREE

Proper

Barbecue Crunch Corn

8 pcs

£2.50 RRP



Buy One
Get One
FREE

Proper

Chilli Oil Crunch Corn

8 pcs

£2.50 RRP



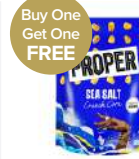
Buy One
Get One
FREE

Proper

Maple Bacon Crunch Corn

8 pcs

£2.50 RRP



Buy One
Get One
FREE

Proper

Sea Salt Crunch Corn

8 pcs

£2.50 RRP

STOCK SUCCESS

Why stocking the full HYOLA range makes commercial sense.

In a competitive vape market, strong performance comes from range strength, not single SKUs.

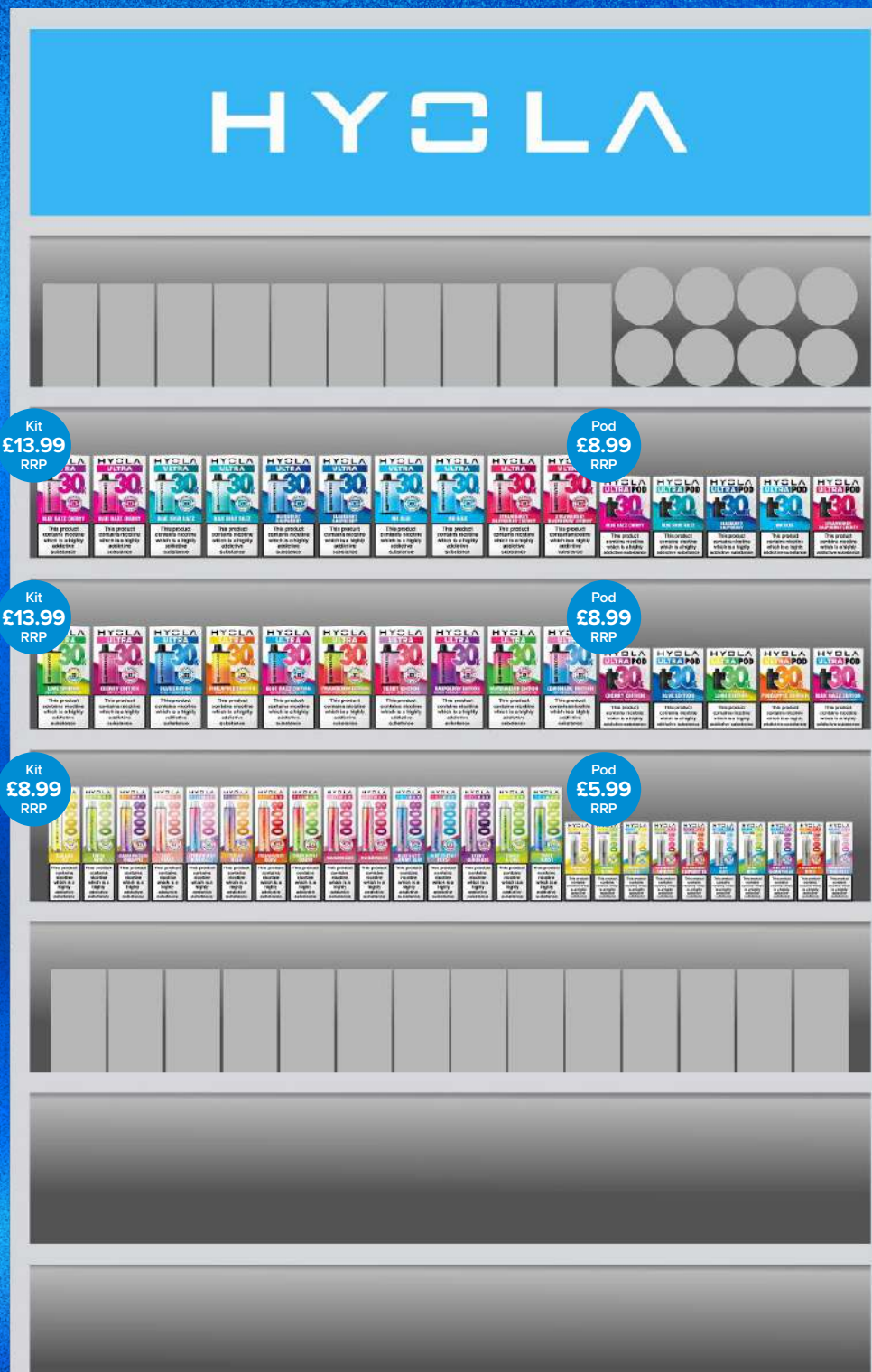
HYOLA has been developed as a multi-tiered brand, designed to meet different consumer needs while delivering consistent flavour quality and premium appeal across every device.

Retailers who stock all HYOLA ranges alongside replacement pods benefit from higher basket spend, stronger brand visibility and improved customer retention.

A comprehensive flavour selection encourages repeat purchases and reduces brand switching, while stocking pods supports HYOLA'S reusable system and keeps customers returning to store.

The Result

A complete HYOLA range, supported by strong flavour choice and clear positioning, delivers a more compelling in-store offer and sustained sales growth.



Single Flavours

HYOLA Ultra 30K

Built for loyal flavour fans who want consistency and longer usage from their preferred taste.

Dual Flavours

HYOLA Ultra 30K

A premium choice for consumers who want flexibility and variety, supporting natural trade-up from lower puff devices.

HYOLA Pro Max 8000

The accessible entry point into the HYOLA brand. High-volume, easy-to-use, and flavour led, it performs best when priced to drive trial and repeat purchase.

HYOLA Pods & Refills

A key part of the HYOLA ecosystem, driving repeat visits and strengthening long term customers.

NEW FROM NORDIC SPIRIT

RRP – £6.50*



INTENSE TASTE, MAX STRENGTH.

**MAX IS THE FASTEST GROWING
STRENGTH SEGMENT WITHIN THE
I&S CHANNEL****

OUR STRONGEST NICOTINE EXPERIENCE YET

● ● ● ● ● **6** MAX 17MG

Frosty Mint Max delivers an instant, icy blast of peppermint flavour. Brace for the frostiest experience Nordic Spirit have ever offered, the ultimate taste intensity and a burst of invigorating fresh flavour.

* Recommended retail price. Retailers are free at all times to sell JTI products at whatever price they choose

**Source: Circana (UK) Ltd, Independents & Symbols, Nicotine Pouches by Strength, Volume Share, 28 July 2024 v. 20 July 2025

Health Trends Your Customers Want in January

↑ 6%

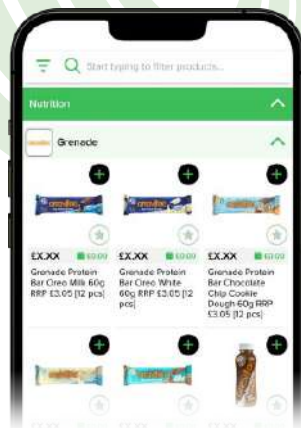
Spending rise in Jan-25

Source: Experian

↑ 647%

Sales growth vs last year

Source: Retail Systems



Up to
40%
POR

GRENADÉ



Up to
50%
POR

WARRIOR



Up to
50%
POR

GATORADE



Up to
30%
OFF

Mars SNICKERS



Up to
35%
OFF

FEEL SUPREME
| Natural Nutrition |



GROW YOUR POUCH SALES WITH FUMI.

**FAST GROWING
NICOTINE
POUCH BRAND***

41% Growth
since launch in
July 2025



**Maximise the growing nicotine category.
Give your customers what they need.**

This product contains nicotine which is a highly addictive substance.

13

* Fumi Number 1 NPD Brand - Last 12 Weeks Volume & Value - Source 'IRI' - Total MarketPlace Date to 03/08/25 NPD - SKU launch within the latest quarter

Drive Up Your Sales in 2026

Why food-to-go, drinks and snacks are becoming basket drivers for convenience.

Walk into any store and you see the same pattern: customers reach for a cold drink, an energy boost, a snack or something quick to eat on the go. Convenience Store Magazine reports that immediate-consumption missions will be the biggest growth driver.

What Shoppers Want Most in the Moment

The three qualities driving sales are:

Cold Quick Visible

These qualities apply to the following:

Energy Drinks

Single Serve Bakery

Food to Go

Chocolate & Grab Bags

Chilled Soft Drinks



Treat-Led Categories Still Performing

Shoppers continue to choose low-cost indulgences such as chocolate, sweets and soft drinks. These remain the most resilient impulse categories even during tighter spending periods.



Value Still Drives Decision-Making

Price-marked packs and simple shelf-edge messaging are helping retailers maintain trust and repeat purchases.



Why Does This Create Opportunity?

Convenience is perfectly positioned to capture "little treat" missions, especially during evening or after-work shopping.

The Shopper Mindset

People no longer browse, they:

Scan Grab Go

This means the most profitable stock is the stock customers do not need to think about. The easier the choice, the faster the sale.

Proven Store Tactics

- Put bestselling drinks at hand height in the chiller.
- Keep fast-moving snacks near to till points.
- Use bold price-marking to reduce hesitation.



Treat-led buying continues to grow because shoppers want small, affordable uplifts.

- Worldpanel



Immediate consumption is becoming the core mission in convenience.

- C-Store Magazine

2025 in Review

Retailers reveal their biggest wins, challenges & goals ahead of 2026.

As 2025 comes to an end, VSL Trade asked retailers across the UK to reflect on their year. We wanted to know which categories performed best, what challenges they faced, and where they plan to focus their efforts in 2026.

The feedback, based on 118 responses, reveals a confident and forward-thinking convenience sector. Despite challenges around stock availability, pricing and new regulations, independent retailers continue to adapt and find growth in the right categories.

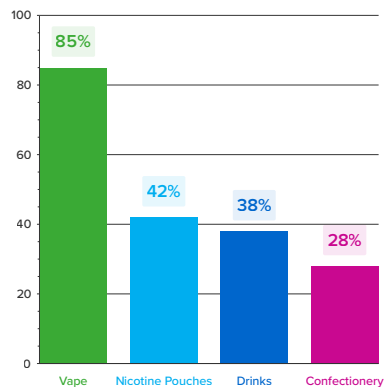
For 2026, retailers are prioritising growth, with stronger ranges and improved availability in the categories that sell.



Which Products Drove Growth in 2025?

Retailers were asked which product categories delivered the biggest growth in their stores this year.

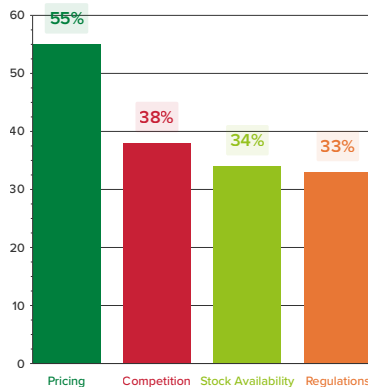
- **Vape** was the growth leader, selected by 85% of retailers.
- **Nicotine Pouches** ranked second, cited by 42%.
- **Drinks** (38%) and **Confectionery** (28%) remained strong areas.



What Will Retailers Focus on for 2026?

Retailers shared with us where they plan to focus their attention for the year ahead.

- **Pricing & Price Changes** were the top challenge (55%).
- **Competition** (38%) and **Stock Availability** (34%) followed.
- **Regulations & Compliance** impacted 33% of retailers.



What Did Customers Ask for Most in 2025?

Retailers were asked if there were any products or categories that customers regularly ask for throughout 2025.

Nearly 4 in 10 retailers (39.3%) said customers asked for products or categories in 2025 that they did not currently stock.

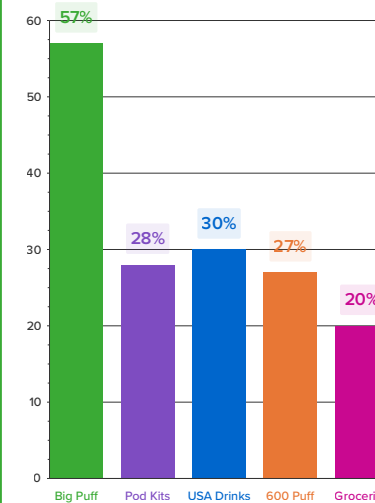
Shopper demand is evolving quickly, driven by trends and social media, and retailers are actively trying to keep up.

- ➕ New Vape Flavours & Formats
- 📄 Nicotine Pouches & Sticks
- 🔥 USA & TikTok Trending Products
- 🍷 Imported Drinks & Snacks
- 🔋 Batteries & Mobile Accessories

Where Retailers Want Expansion

To finish, retailers were asked which categories they would like to see expanded on the App.

The key takeaway is that retailers want deeper choice in proven, high-turn categories.



2025 Market Performance

NIQ

The Key Trends Shaping Convenience Retail From Nielsen IQ & VSL Trade Insights

The UK vape and nicotine market has continued to stabilise following the disposable ban, with NielsenIQ reporting an initial **13% decline** in total vape category value, followed by an **8% recovery** by early October. This shows the category is bouncing back quickly as shoppers shift towards compliant formats.

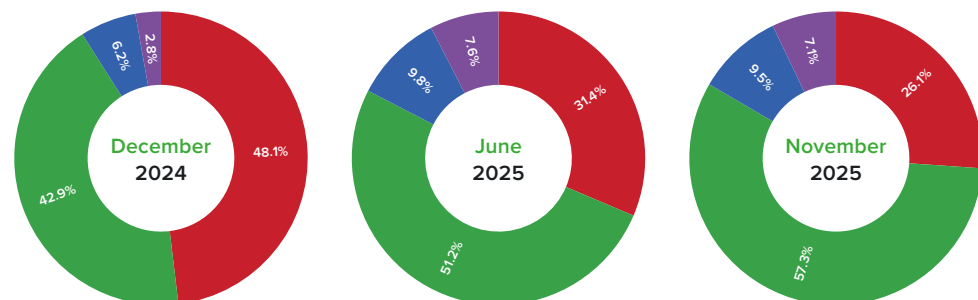
Source: Nielsen IQ - Independent Convenience - Dec-24 - Nov-25

Total Market Share % by Sub-Category

Source: InTouch - Independent Convenience - Dec-24 - Nov-25

In Touch™

■ 2ML PRODUCTS ■ BIG PUFFS ■ NICOTINE POUCHES ■ LIQUIDS & OPEN POD KITS



2ml Products

Over the last 12 months, 2ml products have declined by **22%**, with their value share falling from **48.1%** in December 2024 to **26.1%** in November 2025. This shift reflects customers moving away from traditional 2ml formats in favour of higher value alternatives.

Big Puffs

The clear growth engine of the category. Over the last 12 months, Big Puffs have grown by **14.5%**, increasing their share from **42.9%** to **57.3%** of total market value. This sustained growth reflects strong customer demand for longer lasting devices that offer better value per puff.

Liquids & Open Pod Kits

A smaller but stable part of the category. Over the last year, this segment has grown by **4.3%**, holding a steady **7–8%** share of total market value. This format continues to appeal to experienced users who prefer refillable systems and flexibility.

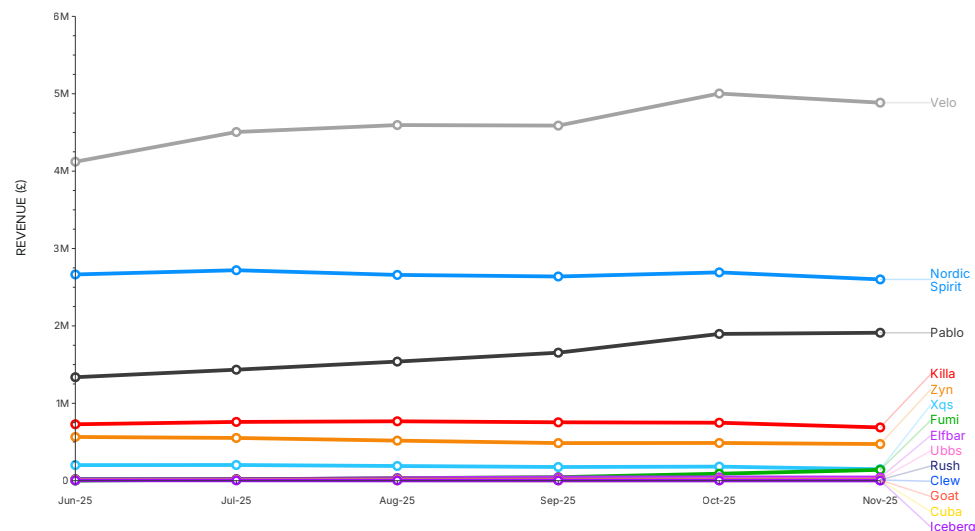
Nicotine Pouches

Continue to grow steadily. Over the last 12 months, the category has increased by **3%**, with market share rising from **6.2%** to **9.5%**. This shows consistent demand rather than short term spikes. Retailers that stock the leading pouch brands can expect regular repeat sales.

Revenue by Nicotine Pouch Brand

Source: Retail Data Partnership - Independent Convenience - Jun-25 - Nov-25

rdp retail data partnership



VELO

VELO remains the largest nicotine pouch brand by revenue across the period shown. While November recorded a small month-on-month decline versus October, VELO's overall **performance from June to November 2025 is up 19%**, highlighting its continued importance as a core, high-volume line for retailers.



Nordic Spirit

Nordic Spirit has maintained a **stable revenue position across the six-month period**, with only modest movement month to month. This consistency indicates steady demand, making it a reliable range for repeat sales.



Pablo

Pablo shows the strongest upward trajectory among the leading brands. Revenue increased steadily from June through November, delivering **43% growth over the six-month period**. This reflects expanding distribution and increasing shopper uptake.



ZYN

ZYN experienced some short-term fluctuations, including a decline in revenue in November versus October. Despite this, **the brand maintained a strong revenue position** across June to November 2025, remaining one of the key nicotine pouch ranges sold through independent convenience retailers.



Emerging Brands

Smaller brands show sharper percentage movements due to lower starting bases, particularly from September onwards. While volumes remain behind the top three, the data highlights where growth is beginning to form.

COAN® *Original* **PORK SCRATCHINGS**

CRISPY, GOLDEN, AND PACKED WITH RICH, SAVOURY FLAVOUR, COAN ORIGINAL PORK SCRATCHINGS DELIVER THE ULTIMATE PUB-STYLE SNACK IN EVERY BITE.

Made from premium cuts of pork rind and seasoned to perfection, these scratchings have the satisfying crunch and mouth-watering taste your customers crave.

- Premium quality pork scratchings
- Bold, traditional flavour
- 12 x 2 40g packs per clip strip
- Perfect for pubs, retail shops, cafés, and events



**GIVE YOUR CUSTOMERS A
CRUNCH THEY WON'T FORGET!**

12x2 CLIP STRIPS OF 40G PACK SIZE — £1.49 RRP
AVAILABLE FROM THE VSL TRADE APP.

THE UK'S BEST-SELLING PROTEIN BAR BRAND*



REVOLUTIONARY SNACKING

GRENADE

AVAILABLE NOW

*Circana, Total UK Market, Value Sales, Protein Bars, 52wks to 08.06.25

5 MOUTH WATERING NEW FLAVOURS

NICOTINE POUCHES

PABLO
GOLD
EDITION

COMING THIS JANUARY

●●●●●
17MG
POUCH

EXCLUSIVE TO

VSL
TRADE

VSL NEWSHUB
TRADE

0121 663 1339 www.vsltrade.app Vape Supplier Ltd, 33 Bennetts Hill, Birmingham, B2 5SN

