

VAPE PRICES WILL START TO INCREASE FROM 1ST OCTOBER 2026

From 1st October 2026, the Government's new **Vaping Products Duty** will begin affecting vape prices. During the transition period, you may see some products at different prices as existing unstamped stock is sold through alongside new duty-paid stock.

From 1st April 2027, all vaping products sold in the UK must carry a duty stamp.

Here's what the new duty could mean for typical shelf prices.



10ML E-LIQUID

Example Shelf Price

£6.49

EXAMPLE SHELF PRICE INCLUDES:

VAT: £1.08

**VAPING PRODUCTS DUTY
£2.20**



2ML SINGLE POD

2 Per Pack | 4ml Total E-Liquid

Example Shelf Price

£6.99

EXAMPLE SHELF PRICE INCLUDES:

VAT: £1.17

**VAPING PRODUCTS DUTY
£0.88**



BIG PUFF KIT

2ml pod + 10ml tank = 12ml total e-liquid

Example Shelf Price

£15.99

EXAMPLE SHELF PRICE INCLUDES:

VAT: £2.66

**VAPING PRODUCTS DUTY
£2.64**



Illustrative Example Shelf Prices Only.

VAT amounts shown are the VAT element already include within the shelf price and are rounded to the nearest penny.

18+

WHAT IS A VAPING DUTY STAMP?

Alongside the new duty, the Government is introducing Vaping Duty Stamps for vape products sold in the UK.



The stamp is a secure label applied to the product's retail packaging and helps identify products supplied under the new duty system. From 1st April 2027, all vaping products on sale in the UK must carry the required duty stamp.

WHY MIGHT PRICES VARY AT FIRST?



There is a six-month transition period.

This means you may see the same type of vape product at different prices while stores sell through stock supplied before the new duty began. Older legitimate stock may not have a duty stamp or the new duty included in its price, while newer stock will.

THE VAPE DUTY TIMELINE



1ST OCTOBER 2026



**1ST OCTOBER 2026
-
31ST MARCH 2027**



1ST APRIL 2027

VAPING PRODUCTS DUTY BEGINS

New vaping products released onto the UK market become subject to the new **22p per ml duty** and must carry a vaping duty stamp.

TRANSITION PERIOD

Stores can continue selling legitimate unstamped stock that was produced or imported before 1st October 2026. This means **stamped and unstamped products may appear on shelves at the same time**, with different prices.

ALL VAPE PRODUCTS MUST BE STAMPED

The sell-through period ends. From this date, vaping products sold in the UK must carry a **Vaping Duty Stamp**, and the new duty will therefore be reflected across duty-liable stock.

WHAT PRODUCTS ARE AFFECTED?

Vaping Products Duty applies to vaping liquid, whether it contains nicotine or not. This includes e-liquid found in products such as:

E-liquids | Prefilled pods | Big puff kits |

Other prefilled vape products

The duty is based on the amount of e-liquid in the product, not its nicotine strength.

SO IF YOU NOTICE VAPE PRICES CHANGING...

The increase is linked to the introduction of the **Government's new Vaping Products Duty**, rather than simply a change to the price of the product itself.