

289% Spike In UK Nicotine Pouch Sales for Prime Nic Pouches

Thursday 25 July, 2024

Prime® Nic Pouches, the UK's leading online store for nicotine pouches, has reported a staggering 289% increase in UK sales for the month of June 2024 compared to the previous month. The company believes that the surge in demand for nicotine pouches reflects a growing trend towards smoke-free and tobacco-free alternatives. The top-selling flavour categories were mint and berry, accounting for over 90% of all nicotine pouch purchases made on the [Prime Nic Pouches](#) online store during June 2024.

"This remarkable growth in UK sales is a testament to the increasing popularity of nicotine pouches as a smoke-free alternative," said George Muharib, Director of Prime Nic Pouches. "We are committed to providing our customers with high-quality, innovative products that cater to their evolving preferences. This surge in demand motivates us to continue expanding our product range and improving our services."

Muharib also highlighted the success of ZYN, the leading nicotine pouch brand in the US, as an indicator of the category's potential in the UK. "ZYN is a nicotine pouch brand owned by Swedish Match, a company that was acquired by Philip Morris International in 2022 in a \$16 billion deal. In 2023, 385 million cans of ZYN were shipped in the USA, with a forecast of 520 million cans in 2024, according to The Wall Street Journal. With such phenomenal growth in America, we predict a huge uptake in the UK market as well. We're positioning ourselves to meet this anticipated demand and introduce British consumers to this innovative product category."

Muharib also highlighted recent findings that underscore the growing popularity of nicotine pouches, even in professional sports. "A recent study by Loughborough University, as reported by The Guardian, revealed that approximately one in five professional footballers in the UK are using snus or nicotine pouches. The survey, which included players from the Premier League, EFL, and WSL, found that 18% of male players and 22% of female players reported using these products. This data not only indicates the widespread adoption of nicotine pouches but also suggests a potential for even greater growth as awareness increases."

Nicotine pouches are becoming increasingly popular due to their discreet nature and ease of use. They offer a tobacco-free way to consume nicotine, making them an attractive option for those looking to quit smoking or seeking alternatives to traditional tobacco products. The growth in this sector aligns with global efforts to reduce smoking rates and promote healthier lifestyles.

Prime Nic Pouches has reinforced its commitment to ensuring the authenticity and quality of its products. The company only partners with reputable manufacturers and brands after a rigorous vetting process, ensuring that customers receive genuine, high-quality nicotine pouches.

"As we continue to see this unprecedented growth, we remain focused on our mission to provide a safer alternative to traditional tobacco products," Muharib added. "We are excited about the future of nicotine pouches and look forward to introducing more innovative products to meet the evolving needs of our customers, both in the UK and potentially beyond."

As always, Prime Nic Pouches welcomes any questions, comments, or insight requests from the press. For further information or to arrange an interview, please contact our press team at press@primenicpouches.co.uk.

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