320% Growth Rate of Disposable Vape Sales Concerns Vape Giant IndeJuice.com

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Link to Official Press Release:

Media:

The UK's number 1 online vape platform, IndeJuice, has forecast a 320% Compound Annual Growth Rate (CAGR) for the disposable vapes sector in 2022 following the company's previous announcement of a 279% increase in sales reported for the final quarter of 2021. This forecast is based on the company's sales volume of disposable vapes in Q1 2022 which was equivalent to their total volume of disposable vape sales for the entirety of the 2021 calendar year.

Whilst encouraged by the conversion of smokers to vaping, CEO George Muharib expressed concerns related to counterfeits, non-compliant goods and potentially unsafe devices in circulation. "The recent increase in demand for disposable vapes is a cause for celebration as it represents smokers making the switch to vaping. However, it is also a worry as we see more counterfeit and non-compliant goods flood the market" the CEO explained.

"Our research indicates that 1 in 3 of all Geek Bar products on the market today are counterfeit. This means that for Geek Bars alone, millions of counterfeit and unlicensed products are in circulation in the UK, presenting a huge challenge to the industry that we must tackle head-on."

"Elf Bars are also amongst the most counterfeited product on the market" the CEO continued, "disposable vapes authorised for UK sale should not have a capacity of above 1,000 puffs as this is the technical and material limit within current UK regulations. Seeing Elf Bars with 1,500 puffs all the way up to 7,000 puffs being advertised so freely is extremely alarming. We reaffirm our commitment to work collaboratively with local authorities to ensure that these goods are removed from sale immediately."

With local enforcement agencies and trading standards announcing new measures to combat counterfeit goods, including picking up the pace of brick-and-mortar raids, IndeJuice has expressed concerns about the urgency being apportioned to the task.

"We are very proud of our Prime Certification due diligence process that eliminates all counterfeit goods by only allowing the official producer of vape goods to sign up to our platform," said CTO Hakeem Javaid, "Now more than ever, powerful technology is the most effective way of eliminating unsafe goods whilst empowering smokers to quit for good by switching to vaping, as the NHS and Cancer Research UK recommend from their research studies".

About IndeJuice

IndeJuice is the largest online vape store in the world, with over 12,000 products available for purchase. Unlike conventional online marketplaces, IndeJuice only allows the official brand to sell products through its platform, thus eliminating counterfeits and non-compliant products that cannot be protected against by traditional multi-seller marketplaces such as Amazon and eBay.

IndeJuice has been named the 8th fastest-growing e-commerce company in the UK on Brightpearl's Lightning 50 2021 list. With its unique business model combined with a passion for effective smoking cessation alternatives, IndeJuice focuses on bringing cutting-edge technology to emerging markets through artificial intelligence and machine learning. By harnessing the power of its custom-built technology, IndeJuice seamlessly connects each user to the perfect product amongst its vast portfolio, empowering users to make more informed choices in their quit-smoking journey in pursuit of a healthier and happier life.

For more information on IndeJuice and disposable vapes, visit their website at IndeJuice.com or email: press@indejuice.com for industry insight and official comments.

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