# Nicotine Pouches Surge 728% & Bold Projections for 2025

**Thursday 10 April, 2025**

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**Prime® Nic Pouches Announces Unprecedented Growth and Bold Projections for 2025**

Prime Nic Pouches, the UK's leading retailer of nicotine pouches, is thrilled to announce a period of remarkable growth and development since its launch in May 2024. Demonstrating an extraordinary market response, the company has posted staggeringly high quarterly growth rates over just a few months of operation. With Q2 2024 as the foundation, Prime Nic Pouches achieved a 728% growth rate from Q2 to Q3 2024, a subsequent 130% increase from Q3 to Q4 2024, and a further 70% growth in Q1 2025. These developments underscore not only the rising consumer interest in nicotine pouch products, but also the brand's strategic market positioning and operational excellence.

**Exceptional Nicotine Pouches Growth Trajectory**

Since its launch in May 2024, Prime Nic Pouches has experienced an explosive growth trajectory, positioning the company as a trailblazer within the UK nicotine pouch market. The impressive quarterly growth rates observed during the initial year of operation are summarised as follows:

- **Q2 2024 to Q3 2024:** A growth rate of **728%**, reflecting an exceptional surge in consumer adoption and market penetration.
- **Q3 2024 to Q4 2024:** A sustained momentum with a **130%** growth rate, indicating continued consumer trust and repeat purchases.
- **Q4 2024 to Q1 2025:** A further significant increase at **70%**, solidifying a robust upward trend and market acceptance.

These growth figures translate to a cumulative multiplier effect – starting from the initial performance in Q2 2024 and expanding to a factor of over 32 times by Q1 2025. In practical terms, if Q2 2024 performance benchmarks were set using a baseline figure (for instance, if initial revenue was £1 million or initial sales of 10,000 units), the end figure for Q1 2025 would be projected to reach approximately £32.37 million or more than 320,000 units sold, respectively. While these numbers are illustrative, they offer a compelling insight into the significant market potential and demand for nicotine pouches across the UK.

**Market-Leading Nicotine Pouches Brand Portfolio**

A significant driver behind these phenomenal numbers is the diverse and highly appealing product portfolio offered by Prime Nicotine Pouches. The retailer's top five selling brands include:

1. Velo nicotine pouches**:** Manufactured by British American Tobacco (BAT) and known for its smooth, satisfying flavours and consistent performance, Velo tops the charts as a leading choice among nicotine pouch users.
2. Killa nicotine pouches**:** With a reputation for high potency and refined taste, Killa has quickly become a favourite for consumers seeking a robust nicotine experience.
3. Pablo nicotine pouches**:** Offering a balanced approach between flavour and effect, Pablo represents innovation in the nicotine pouch space.
4. ZYN nicotine pouches**:** Manufactured by Phillip Morris International (PMI), subsequent to their acquisition of Swedish Match AB, ZYN is a well-established name globally. ZYN's quality and variety have cemented its position within Prime Nic Pouches' best-seller list.
5. Siberia nicotine pouches**:** Embracing bold flavours and high nicotine content, Siberia appeals to consumers looking for a distinct and intense experience.

These brands have been meticulously chosen to meet the diverse preferences of the UK market. By

leveraging the strengths and distinctive qualities of these labels, Prime Nic Pouches has effectively curated an offering that resonates with both new and seasoned users of nicotine pouches

**In-depth Analysis and Projected Figures**

Based on the recorded growth rates, a detailed analysis indicates that the overall multiplier from Q2 2024 to Q1 2025 is approximately **32.37**. This calculation is derived as follows:

- **Growth Factor Calculation:**
  - Q3 2024 = Q2 × (1 + 7.28) ? 8.28× Q2
  - Q4 2024 = Q3 × (1 + 1.30) ? 2.30× Q3
  - Q1 2025 = Q4 × (1 + 0.70) ? 1.70× Q4
  - **Overall Multiplicative Factor:** 8.28 × 2.30 × 1.70 ? **32.37**

To better understand the momentum of growth, it is instructive to translate these quarterly increases into an average monthly growth rate. Assuming each quarter spans three months, the total period from Q2 2024 to Q1 2025 encompasses nine months. Using the compound growth formula, we can say:

Overall growth factor G equals (1 plus r) raised to the power of n.

In this case:

- G is approximately 32.37,
- n is 9 (months).

To solve for the monthly growth rate r, we express that “1 plus r” is the 9th root of 32.37. When calculated, the 9th root of 32.37 is about 1.47. This implies that the monthly growth rate, r, is roughly 1.47 minus 1.

Thus, the average monthly growth rate is approximately **47%**. This impressive figure highlights not only the rapid rate at which the company is scaling but also illustrates the strong consumer appetite and market viability for nicotine pouches in the UK.

Looking ahead, if Prime Nic Pouches continues to sustain a similar growth momentum—an assumption based on current trends and market dynamics—it is projected that the company could witness continued exponential growth. For example, should the current average monthly increase of 47% persist over the following three months (thus spanning Q2 2025), a further multiplication of output by nearly $1.47^3$ (approximately 3.17 times) can be anticipated relative to Q1 2025 performance levels. This would further boost figures into a new realm of market share and revenue, potentially taking the company to new heights in the coming quarters.

**Statement from Director**

George Muharib, Director of Prime Nic Pouches, commented on the company’s extraordinary performance:

“The growth we have experienced since our launch in May 2024 is nothing short of phenomenal. Our commitment to excellence, an unmatched product range, and a deep understanding of our consumers’ evolving needs have driven our stellar performance. The impressive growth rates across each quarter—728% in Q3 alone, followed by 130% in Q4 and maintaining a solid 70% in Q1 2025—are a testament to the market’s desire for innovative, high-quality nicotine pouches. We remain fully dedicated to driving innovation, ensuring the highest quality, and meeting our customers’ expectations as we look forward to further market expansion and revenue generation.”

Mr. Muharib added that the company is not only proud of its current accomplishments but is also actively investing in marketing and operational capacity and expanding its product line to sustain and potentially accelerate this growth trajectory.

**Projected Future Outlook For Prime Nicotine Pouches**

Looking towards the future, Prime Nic Pouches is enthusiastic about capitalising on the current momentum. Based on recent performance:

- **Short-Term Projections:** By maintaining an average monthly growth rate of approximately **47%**, the company anticipates that Q2 2025 figures could potentially see a further revenue multiplier of roughly 3.17 times relative to Q1 2025. This would enable Prime Nic Pouches to potentially

transform an estimated Q1 revenue figure.

- **Long-Term Growth:** As consumer trends continue to shift towards smoke-free alternatives and nicotine pouches gain broader acceptance, Prime Nic Pouches is strategically positioned to capture a significant share of the expanding UK market. Investments in technology, supply chain optimisation, and innovative product development are expected to further drive market presence and long-term profitability.

- **Market Expansion:** With a robust portfolio of best-selling brands and a reputation for quality and consistency, Prime Nic Pouches is set to attract an even broader customer base. Projections indicate not only an increasing market share but also a reinforcement of its brand value and consumer loyalty.

Prime Nicotine Pouches' performance since its inception in May 2024 has set a new benchmark in the nicotine pouch retail sector. With staggering quarterly growth rates—728% in Q3 2024, 130% in Q4 2024, and 70% in Q1 2025—the company is experiencing a transformation that is reshaping market expectations. The impressive average monthly growth rate of approximately 47% combined with strong projected figures underscores the dynamic potential of the brand. Supported by a diversified and popular portfolio featuring market leaders such as Velo, Killa, Pablo, ZYN, and Siberia, Prime Nic Pouches is poised for substantial market expansion and long-term success.

For further information, media inquiries, or interviews with Director George Muharib, please contact:
info@primenicpouches.co.uk

**About Prime Nic Pouches:**

Prime Nicotine Pouches (Prime Nic Pouches) is the UK's leading retailer dedicated to providing high-quality nicotine pouch products. Since launching in May 2024, the company has rapidly established a robust presence in the market, known for its innovative product portfolio and exceptional customer service. With a commitment to excellence and a focus on the evolving needs of nicotine

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