

279% Spike in Disposable Vape Sales for Online Vape Giant Indejuice.com



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The UK's number 1 online vape platform, Indejuice, has seen a 279% increase in sales of disposable vapes in Q4 2021 compared to Q3. The top 2 flavour categories are "fruit" and "ice", which account for over 60% of all disposable vape purchases made on the site during the final quarter of 2021. The top two performing brands were Geek Bar and Elf Bar, each accounting for a significant proportion of sales in the category.

"With an ever-increasing demand for vape products in the UK, this comes as welcome news for our hard-working team as we expand our smoke-free message across the nation" said CEO George Muharib. "We continue to invest in our people, products and services, strengthening our commitment to launching new cutting-edge solutions that will continue to steer our industry in the right direction."

Disposable vapes are becoming increasingly popular due to their convenience and portability. They can be used for both nicotine and zero-nicotine vaping, making them a versatile choice for users. There is also a growing trend towards vaping as a less harmful alternative to smoking cigarettes. This growth has been bolstered by the NHS's recent announcement to support prescription e-cigarettes in efforts to achieve a smoke-free nation by 2030.

Indejuice has reinforced its commitment to ensuring genuine e-cigarette products with the recent uptrend in disposable vape counterfeits. Indejuice only permits the official vape manufacturer or vape brand to sell through their platform after passing their "Prime Certified" due diligence process.

Indejuice has been the leader of the online vape industry

since its innovative 2.0 platform launch led by CTO Hakeem Javaid: "It is great to see that our efforts are paying off" said Mr Javaid, "We've seen a 279% increase in disposable vape sales in Q4 of 2021, but what's even more exciting is the number of customers that have taken their first effective step in quitting smoking".

IndeJuice has been named the 8th fastest-growing e-commerce company in the UK on Brightpearl's Lightning 50 2021 list. This rapid growth can be attributed to their successful consumer acquisition strategies over recent years and their keen focus on providing ultimate simplicity to the consumer experience.

With the NHS prescription announcement commemorating a critical industry milestone, the outlook is positive. Heightened demand for vaping products is expected to continue throughout 2022, putting IndeJuice firmly ahead of the curve.

For more information on IndeJuice and disposable vapes, visit their website at [IndeJuice.com](https://indejuice.com) or email: press@indejuice.com

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