

// Salience.

Nicotine Products

Salience Index 2025



6 Month Report

“ This **report** is a brief
run through of digital
performance for last
6 months in the Online
Nicotine Product Sector.

Want to go beyond the data within?
Speak to our team, any time, through
our site or social pages.



Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

Brett Janes
Managing Director
01244 564 501
brett@saliency.co.uk



Note

We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



Our



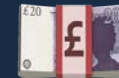
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

Contents

- 01** Traffic Score Year on Year
- 03** Winners & Losers
- 05** Overall Traffic Scores
- 09** Keyword Trends
- 11** Emerging Trends
- 13** Receding Trends
- 15** The Latest News In Paid Media



Online Nicotine Products Sector has seen a 1% decrease in overall organic visibility within the last 6 months.

Traffic Score Year on Year

What is Organic Traffic Score in Ahrefs and how do they calculate it?

“This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month.”

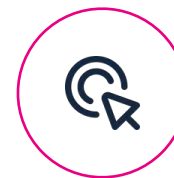
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

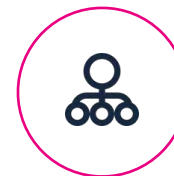
How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

0.63%

**Of Google
Searchers Click
On Results From
The Second
Page..**

* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#:~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.

Traffic Score Findings

Top 5 winners

01 vapeUK

02  VAPE CLUB

03 *Electric* TOBACCONIST®

04  SMOKE FREE

05 VAPE SHOP
LONDON



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



Top 5 Losses

- 01 
- 02 
- 03 
- 04 
- 05 



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Dec 15, 2024	Traffic score Jun 18, 2024	YoY Change	Compared to Market
vapesuperstore.co.uk	1	-	253,277	295,542	-14%	-14%
vapeuk.co.uk	2	+1	252,273	226,199	+12%	+12%
vapeclub.co.uk	3	+1	240,577	204,356	+18%	+18%
vapestore.co.uk	4	-2	166,570	229,015	-27%	-27%
vapeshop.co.uk	5	-	127,396	159,133	-20%	-19%
electrictobacconist.co.uk	6	+2	93,336	76,233	+22%	+23%
vpz.co.uk	7	-1	86,574	107,571	-20%	-19%
totallywicked-liquid.co.uk	8	+1	85,528	74,206	+15%	+16%
iqos.com	9	+1	79,053	74,157	+7%	+7%
ecigarettdirect.co.uk	10	+1	66,979	67,467	-1%	-
elfbar.co.uk	11	-4	60,957	76,458	-20%	-20%
vampirevape.co.uk	12	+1	60,112	55,126	+9%	+10%
evapo.co.uk	13	+3	49,195	44,202	+11%	+12%
haypp.com	14	+5	46,838	35,733	+31%	+32%
vuse.com	15	-	46,329	44,770	+3%	+4%
alectrofag.co.uk	16	-4	45,464	59,689	-24%	-23%
theelectroniccigarette.co.uk	17	-3	43,689	50,556	-14%	-13%
lostmary.co.uk	18	-1	42,511	42,615	-	-
gosmokefree.co.uk	19	+37	38,520	9,059	+325%	+326%
onepoundliquid.com	20	+1	38,456	32,781	+17%	+18%
ivapegreat.com	21	+3	36,695	25,894	+42%	+42%
ninja-vapes.co.uk	22	-4	36,183	37,917	-5%	-4%
e-cigclouds.co.uk	23	-	33,144	26,815	+24%	+24%
primevapes.co.uk	24	+4	31,847	23,586	+35%	+36%
88vape.com	25	-3	30,154	29,006	+4%	+5%
nordicspirit.co.uk	26	+1	28,568	24,372	+17%	+18%
vapoholic.co.uk	27	-7	28,089	33,145	-15%	-15%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score December 2024	Traffic score June 2024	YoY Change	Compared to Market
greyhaze.co.uk	28	+6	27,775	20,690	+34%	+35%
ukecigstore.com	29	+4	24,562	20,800	+18%	+19%
ecigone.co.uk	30	+2	22,434	21,537	+4%	+5%
royalflushvape.co.uk	31	-5	20,982	24,649	-15%	-14%
vaping101.co.uk	32	-7	19,996	25,361	-21%	-20%
aspireeciguk.co.uk	33	+10	19,994	15,961	+25%	+26%
skecrystalbar.com	34	-5	19,831	22,703	-13%	-12%
blu.com	35	-5	18,939	22,643	-16%	-16%
okvape.co.uk	36	+1	18,535	18,453	-	+1%
avalanche-vapes.co.uk	37	+1	18,186	16,642	+9%	+10%
velo.com	38	+9	16,892	12,859	+31%	+32%
misteliquid.co.uk	39	+6	16,549	13,453	+23%	+24%
juul.co.uk	40	-1	16,497	16,509	-	+1%
voopoo.com	41	-	15,789	16,091	-2%	-1%
tablites.com	42	-2	14,762	16,355	-10%	-9%
eco-vape.co.uk	43	-8	14,068	19,796	-29%	-28%
vapeshop.london	44	+91	13,617	967	+1308%	+1309%
vapouriz.co.uk	45	+4	12,999	12,034	+8%	+9%
jacvapour.com	46	+2	12,522	12,708	-1%	-1%
vapourcore.com	47	-11	12,363	19,318	-36%	-35%
ecigwizard.com	48	-17	12,228	21,616	-43%	-43%
northerner.com	49	-5	11,977	14,945	-20%	-19%
mycigara.com	50	+10	11,277	8,312	+36%	+36%
vape.co.uk	51	-	10,867	10,682	+2%	+2%
buynicotinepouches.co.uk	52	-6	10,379	13,106	-21%	-20%
aroma-king.co.uk	53	+12	10,234	7,184	+42%	+43%
aspirecig.com	54	-4	9,865	11,240	-12%	-11%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score December 2024	Traffic score June 2024	YoY Change	Compared to Market
vapemate.co.uk	55	+4	8,471	8,652	-2%	-1%
ukvapekings.com	56	+5	8,024	7,918	+1%	+2%
relxnow.co.uk	57	-4	7,960	9,787	-19%	-18%
10motives.com	58	-1	7,744	8,795	-12%	-11%
flawlessvapeshop.co.uk	59	-17	7,624	15,994	-52%	-52%
logicvapes.co.uk	60	+13	7,160	4,954	+45%	+45%
liberty-flights.co.uk	61	+6	7,099	6,925	+3%	+3%
vapedinnerlady.com	62	+2	6,931	7,357	-6%	-5%
theshishashop.com	63	+8	6,892	5,728	+20%	+21%
ecigclick.co.uk	64	+5	6,857	6,471	+6%	+7%
ploom.co.uk	65	-3	6,727	7,537	-11%	-10%
vapetown.co.uk	66	+4	6,662	6,103	+9%	+10%
redjuice.co.uk	67	+5	6,014	5,420	+11%	+12%
vaping360.com	68	-14	5,802	9,514	-39%	-38%
edgevaping.com	69	+5	5,754	4,662	+23%	+24%
buyv2cigs.co.uk	70	+20	5,489	3,435	+60%	+61%
vapesourcing.uk	71	+8	5,399	4,007	+35%	+35%
snusdaddy.com	72	+29	5,303	2,587	+105%	+106%
thevapecig.co.uk	73	-21	5,066	10,599	-52%	-51%
goldbar.co.uk	74	+30	4,949	2,332	+112%	+113%
eleafworld.co.uk	75	+6	4,311	3,998	+8%	+9%
vapehutuk.co.uk	76	+22	4,264	2,873	+48%	+49%
podsalt.com	77	+6	4,222	3,871	+9%	+10%
nicpouch.co.uk	78	-10	4,094	6,921	-41%	-40%
vapeandjuice.co.uk	79	-2	4,088	4,222	-3%	-2%
driphacks.com	80	-	4,052	4,006	+1%	+2%
killastore.co.uk	81	+14	3,813	3,193	+19%	+20%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score December 2024	Traffic score June 2024	YoY Change	Compared to Market
aquavape.co.uk	82	-19	3,787	7,480	-49%	-49%
vaporshopdirect.com	83	+2	3,655	3,847	-5%	-4%
rainbowvapes.co.uk	84	-8	3,627	4,256	-15%	-14%
snusdirect.eu	85	-3	3,535	3,928	-10%	-9%
eliquidbase.co.uk	86	-	3,304	3,838	-14%	-13%
mirage.co.uk	87	-3	3,279	3,851	-15%	-14%
gourmeteliquid.co.uk	88	+1	3,248	3,445	-6%	-5%
rioteliquid.com	89	+2	3,194	3,367	-5%	-4%
doozyvapeco.com	90	+6	3,147	3,152	-	+1%
vapearea.co.uk	91	-25	3,028	6,977	-57%	-56%
nastyjuiceeu.com	92	-5	2,964	3,555	-17%	-16%
ecigs-direct.com	93	-1	2,601	3,357	-23%	-22%
vape-jucce.com	94	+11	2,457	2,325	+6%	+6%
multivape.co.uk	95	-20	2,388	4,470	-47%	-46%
time2vape.co.uk	96	-3	2,355	3,310	-29%	-28%
e-sheesh.co.uk	97	+24	2,346	1,377	+70%	+71%
ziggicig.com	98	+18	2,231	1,571	+42%	+43%
zeusjuice.uk	99	+4	2,176	2,345	-7%	-6%
superiorvapour.com	100	+6	2,151	2,248	-4%	-4%

Industry Variance

-1%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 1% decrease in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.

THE DPMI[®]
MARKETING AWARDS
FINALIST 2016

GLOBAL 2023
SEARCH AWARDS
FINALIST

EUROPEAN 2023
SEARCH AWARDS
WINNER

THE DPMI[®]
CONTENT AWARDS
FINALIST 2015

UK 2022
SEARCH AWARDS
WINNER

Prolific North
CHAMPIONS
AWARDS 2023

UK 2017
SEARCH AWARDS
SHORTLISTED

THE DPMI[®]
SEARCH AWARDS
FINALIST 2016

UK
Agency Awards
2023
FINALIST

NORTHERN
DIGITAL AWARDS
SHORTLIST
2018

DIGITAL IMPACT AWARDS 2018
WINNER

ds Awards Awards Awards Awards Awards

Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



15+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



**The results we've achieved from
Salience's content marketing efforts
have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Salience have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Case Study



A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a "generic" search term within a brand name presents both great challenges and benefits.

The brand's vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term "Wholesale Sweets".

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term "wholesale sweets" isn't considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of "wholesale sweet" terms.

Similar Challenges?

Talk to an expert.





Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.

— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

Trends

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
vpz	33100	14%
velo	14800	31%
ecigone	12100	15%
evapo	9900	22%
blu	9900	7%
vapoholic	2900	8%
haypp	2400	85%
the electronic cigarette	390	27%
totallywickedeliquid	90	8%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
elfbar	165000	-52%
lost mary	33100	-38%
vuse	18100	-33%
nordic spirit	18100	-12%
voopoo	12100	-33%
ecigwizard	9900	-19%
ecigarette direct	8100	-33%
greyhaze	8100	-23%
primevapes	6600	-62%
vapouriz	4400	-6%
ukecigstore	3600	-6%
vaping101	2900	-46%
jac vapour	2400	-28%
vapour core	2400	-37%
tablites	1900	-36%
mycigara	1600	-33%
ske crystal bar	880	-31%
ninjavapes	720	-44%
electrofag	590	-33%
ivapegreat	390	-33%
misteliquid	210	-18%
royalflushvape	40	-85%

 **VPZ** is dominating the
brand search game.

**This is far more than
technical SEO
fundamentals, achieving
this requires a full frontal
assault on search.**



Brett Janes
Managing Director

01244 564 501
Brett@saliency.co.uk

[Book a Chat](#)

Ooo Nice Clients...

Dreams

carpetright.

Lindt 

HARVEY MARIA®
— FABULOUS FLOORS —

sunny

 early
learning
centre

PÂTISSERIE
VALERIE


FLOORINGKING


The Entertainer
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK


TOTALLY wicked®

LiveScoreBet™


healthspan

PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

// // **Salience.**

Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

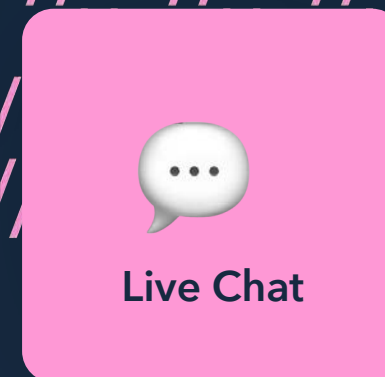
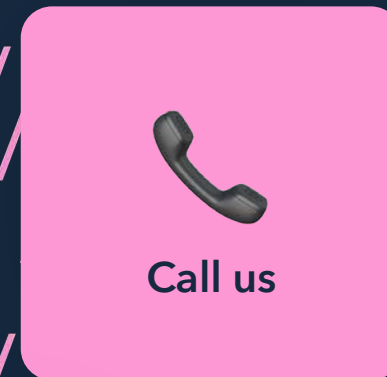
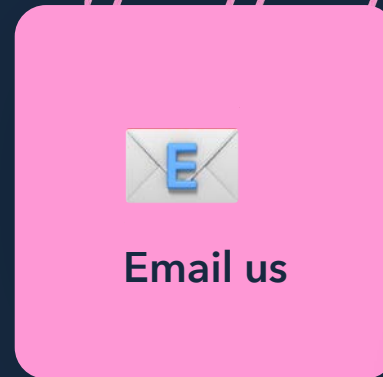
**Struggling with the
migration to GA4?**

Speak with an expert.

Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Question?



// **Salience.**