

Storefront Brief — July 2026

Prepared for an independent smoke shop in St. Louis, MO

This brief ranks the most important visibility gaps and demand signals found in public data so you can take action in July 2026.

Where you show up right now

1.

A search for 'smoke shop St. Louis Missouri' returns Yelp's top-10 list, the Emporium Smoke Shop, Mr. Nice Guy, Cool Smoke STL, and STL Smokeshop — your store does not appear in these prominent results.

query: "smoke shop St. Louis Missouri" · seen on yelp.com
2.

Yelp's 'Best Head Shops in Saint Louis, MO' list (updated June 2026) names Lit Smoke, Emporium Smoke Shop, Flare Smoke N Vape, Area51, Kool Vape & Tobacco, The Korner Store, Sunshine Daydream, Dragon Lair, The Cave, and Dream Vape — your store is not among them.

query: "smoke shop near me St. Louis MO" · seen on yelp.com
3.

A search for the known website domain returned no matching result for your store's own site; other '[store name]' smoke shop brands surfaced instead, suggesting the website has very low organic visibility.

query: "[store website] website" · seen on yelp.com
4.

Your store appears on findsmokeshop.com as a head shop in Saint Louis, but the listing redirects visitors to shop online at a competing e-commerce site (Smoke Cartel) rather than driving them to your door.

query: "[store name] St. Louis Missouri" · seen on findsmokeshop.com

WHO IS VISIBLE INSTEAD

Emporium Smoke Shop (Delmar Loop) has a dedicated e-commerce website (emporiumsmokeshopstl.com) with a browsable product catalog including glass pipes, vapes, dab rigs, and accessories, a Yelp listing with 47 photos and 22 reviews updated May 2026, posted hours 7 days a week, and is listed on Explore St. Louis as the city's #1 smoke shop for over 20 years — it appears in virtually every 'smoke shop St. Louis' search result.

seen on emporiumsmokeshopstl.com

Mr. Nice Guy operates multiple metro St. Louis locations with an active website positioning it as a one-stop shop for vape pens, pipes, bongs, kratom, and e-cigarettes — it surfaces prominently in 'smoke shop near me St. Louis' results and in third-party directory listings alongside your store.

seen on mrniceguyheadshops.com

What your market is looking for

1.

Disposable vapes are the highest-velocity product in most smoke shops right now, with their popularity showing no signs of slowing heading into 2026 — customers want convenient, compact, ready-to-use devices.

query: "smoke shop trends 2025 2026 kratom CBD vape disposable" · seen on cigarspos.com
2.

Nicotine pouches have become one of the fastest-growing, lowest-risk categories in smoke shops, with repeat purchase behavior — customers come back weekly.

query: "smoke shop trends 2025 2026 kratom CBD vape disposable" · seen on habibcashandcarry.com
3.

Kratom remains a high-margin category with growing customer demand, particularly for specialized products — buyers increasingly expect staff who can explain strains and effects.

query: "smoke shop trends 2025 2026 kratom CBD vape disposable" · seen on blackbunkerdistro.com
4.

The alternative cannabinoid market — Delta-8, Delta-9, THCP, THCB, CBD, and Kava — is now a staple product category in vape and smoke shops, appealing to customers seeking legal options with varying effects.

query: "smoke shop trends 2025 2026 kratom CBD vape disposable" · seen on llmerchantservices.com

Do these one or two things

- Claim and fix every public listing that mentions your store**

Your store is missing from the Yelp results that show up first when anyone searches 'smoke shop St. Louis' — that alone cuts off a large share of walk-in traffic. Three directories that do list you show either no hours or hours that may be wrong, so even customers who find you have no reliable way to show up. Claim your Yelp page, add accurate hours 7 days a week, and correct the hours on every directory listing you can access.
- Get your top products onto one searchable page**

Your closest competitors — especially the shop ranked St. Louis #1 for over 20 years — win search results partly because they have a browsable product catalog online; your store's website currently surfaces in almost no organic searches. Put your highest-velocity categories — disposable vapes, nicotine pouches, and alt-cannabinoids — on one simple, publicly indexed page with product names and your store address. This gives search engines something to show and gives customers a reason to choose your store over an online retailer.