

Monitoring U.S. E-Cigarette Sales: *State Trends*

This data brief highlights trends in e-cigarette unit sales in selected states. Data is presented from January 2017 to June 2021.

- **Federal Legislative and Regulatory Initiatives**

- **Flavors:** The U.S. Food and Drug Administration issued an enforcement policy, effective February 2020, prohibiting the sale of flavored prefilled cartridges e-cigarettes such as Juul and Vuse. This policy does not apply to tobacco-and menthol-flavored prefilled cartridges, e-liquids, or single use disposable products, such as Puff Bar and Mojo, which are available in a wide array of flavors.
- **Sales Restrictions:** On December 20, 2019, a federal law was passed to raise the minimum age of sale of tobacco products, including e-cigarettes, to 21 years.

- **Other Relevant Issues**

- Between August 2019 and January 2020, federal, state, and local public health entities investigated a national outbreak of e-cigarette or vaping product use-associated lung injury (EVALI).
- Since March 2020, the coronavirus disease (COVID-19) pandemic has been affecting schools and businesses, including retail stores that sell e-cigarettes.

- **State and Local Legislative Initiatives**

- As of June 2021, four states (Massachusetts, New York, New Jersey, Rhode Island) prohibit the sale of all non-tobacco flavored e-cigarettes and two states (Maryland, Utah) restrict the sale of some flavored e-cigarettes. In addition, over 300 local jurisdictions have enacted laws that restrict the sale of flavored e-cigarettes.
- Local jurisdictions include cities (146), towns (160), unincorporated counties (14), full counties (5), tribes (3), and villages (1).
- More information about state and local policies can be found on the [Truth Initiative's website](#).

States Presented in the Data Brief

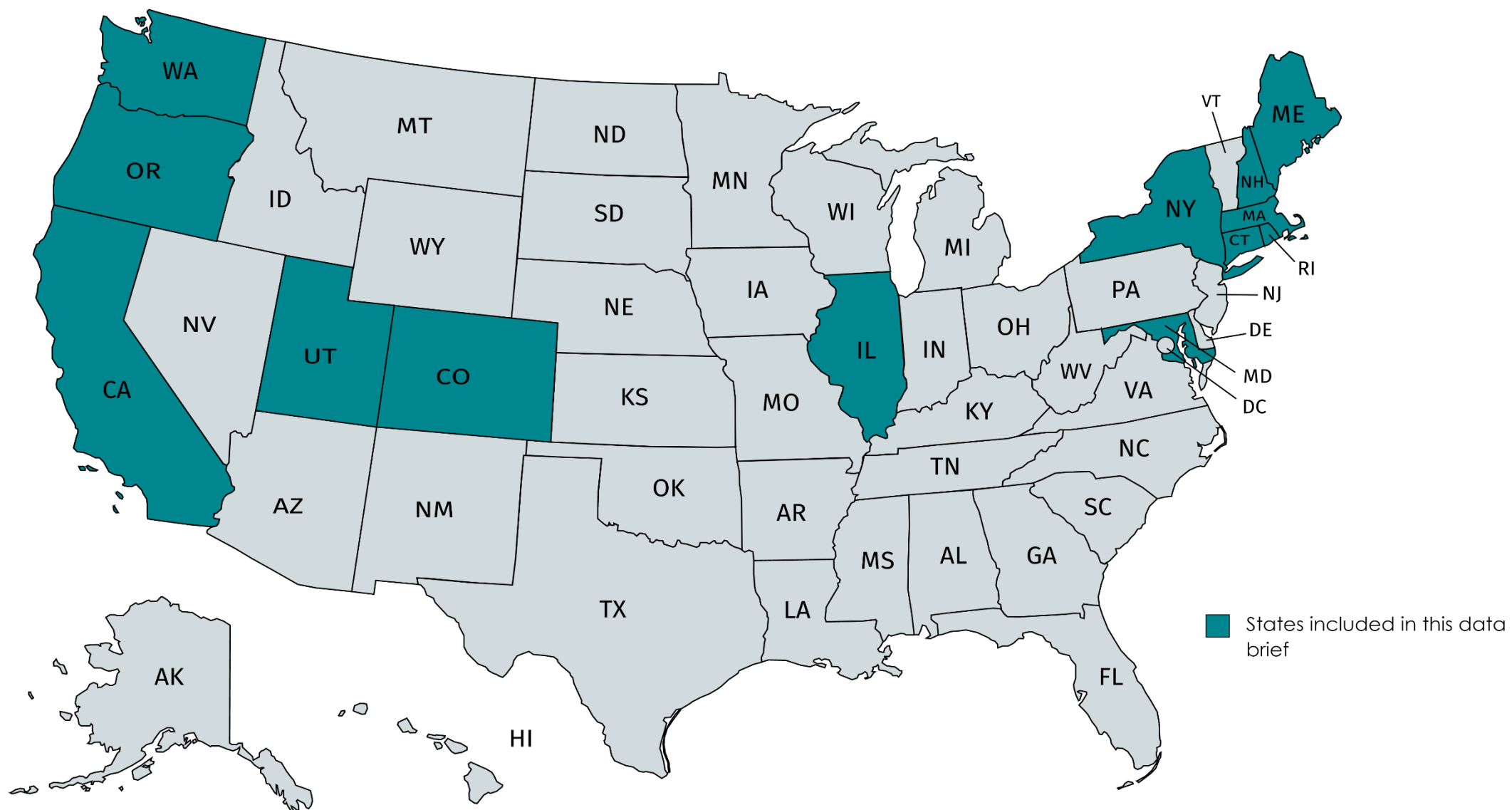
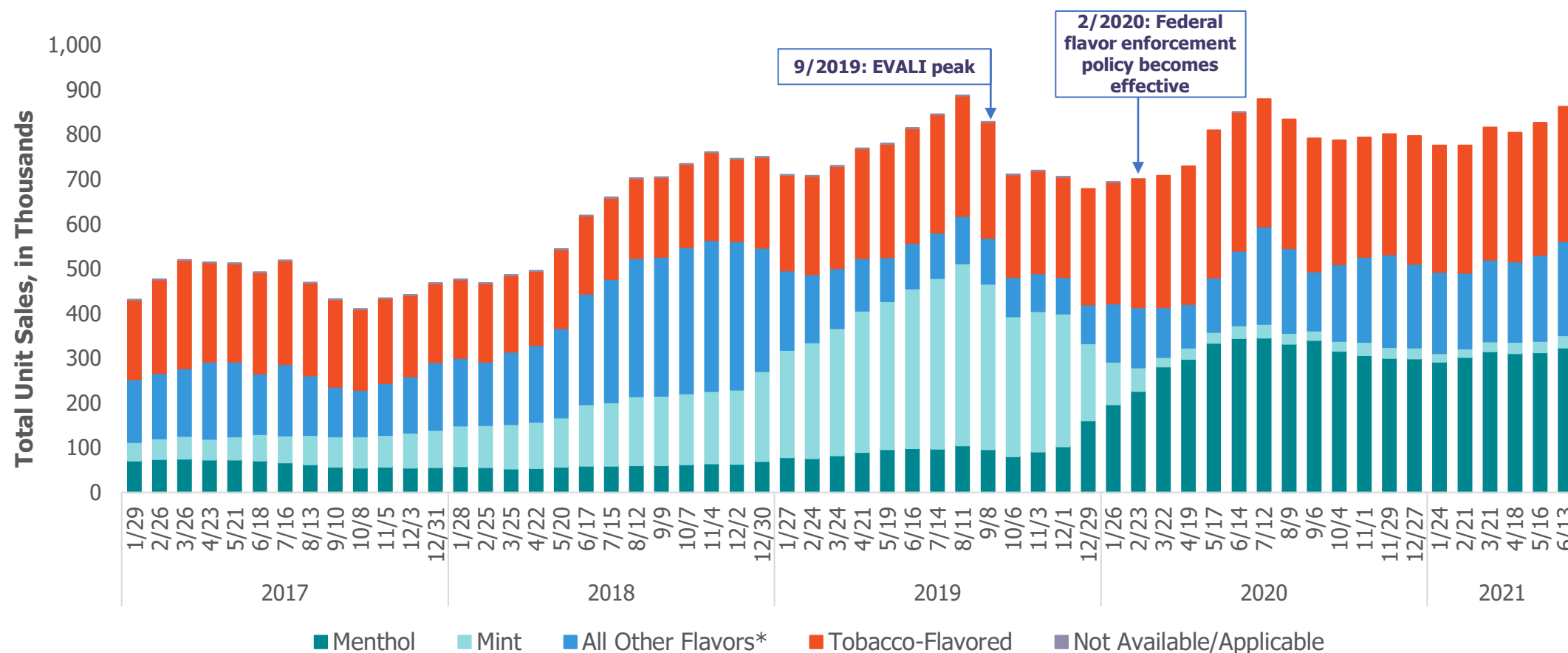


Figure 1. California E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*

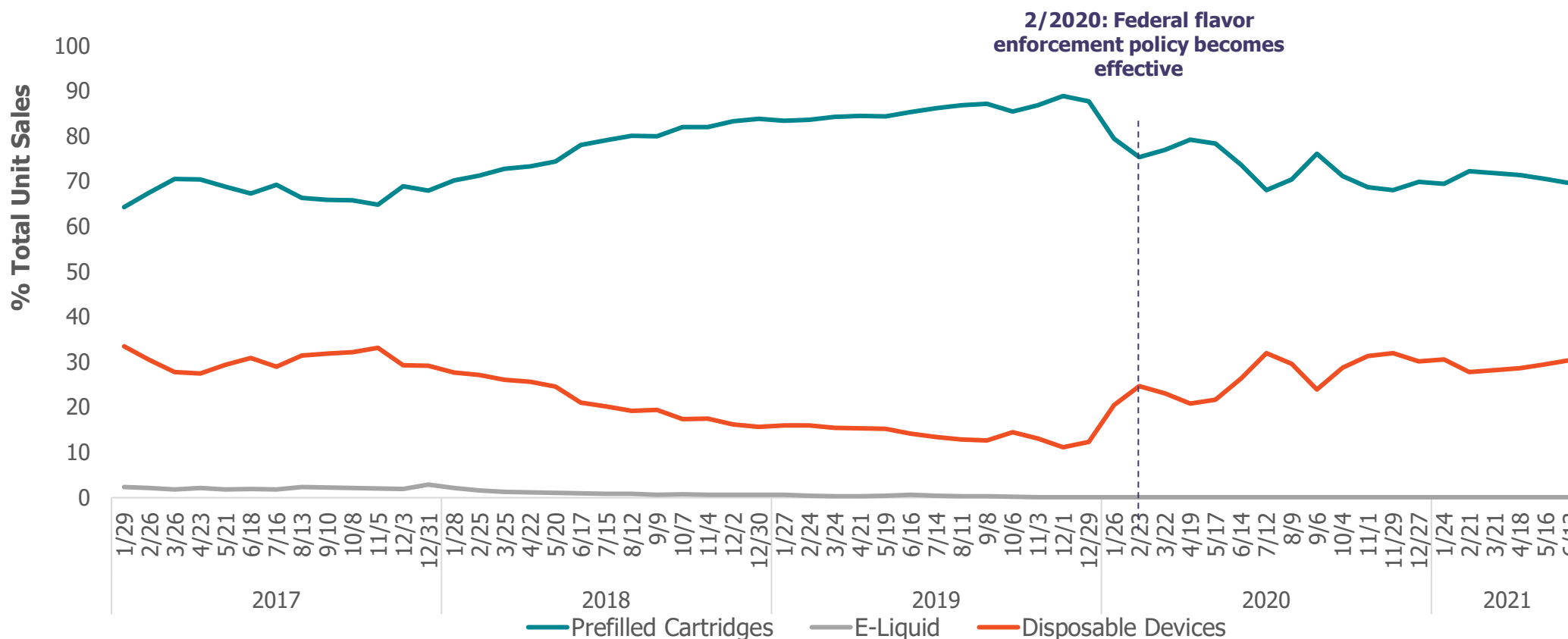


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Trends of Unit Sales by Flavor Following FDA’s Flavor Enforcement Policy

- From February 23, 2020 to June 13, 2021, monthly e-cigarette unit sales increased by 23.2% to 862.8 thousand units.
- From February 23, 2020 to June 13, 2021:
 - Menthol-flavored e-cigarette sales increased by 43.1% (from 226.4 thousand to 324.0 thousand); market share increased from 32.3% to 37.6%.
 - Tobacco-flavored e-cigarette sales increased by 5.0% (from 286.9 thousand to 301.2 thousand); market share decreased from 41.0% to 34.9%.
 - Mint-flavored e-cigarette sales decreased by 48.3% (from 53.2 thousand to 27.5 thousand); market share decreased from 7.6% to 3.2%.
 - All other-flavored e-cigarette sales increased by 56.8% (from 134.1 thousand to 210.1 thousand); market share increased from 19.1% to 24.4%.

Figure 2. California E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA’s Flavor Enforcement Policy

- Following FDA’s flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices increased by 51.9% (from 172.8 thousand to 262.6 thousand); market share increased from 24.7% to 30.4%.
 - Sales of prefilled cartridges increased by 13.7% (from 527.6 thousand to 600.1 thousand); market share decreased from 75.3% to 69.6%.

Figure 3. California E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2017 – 6/2021

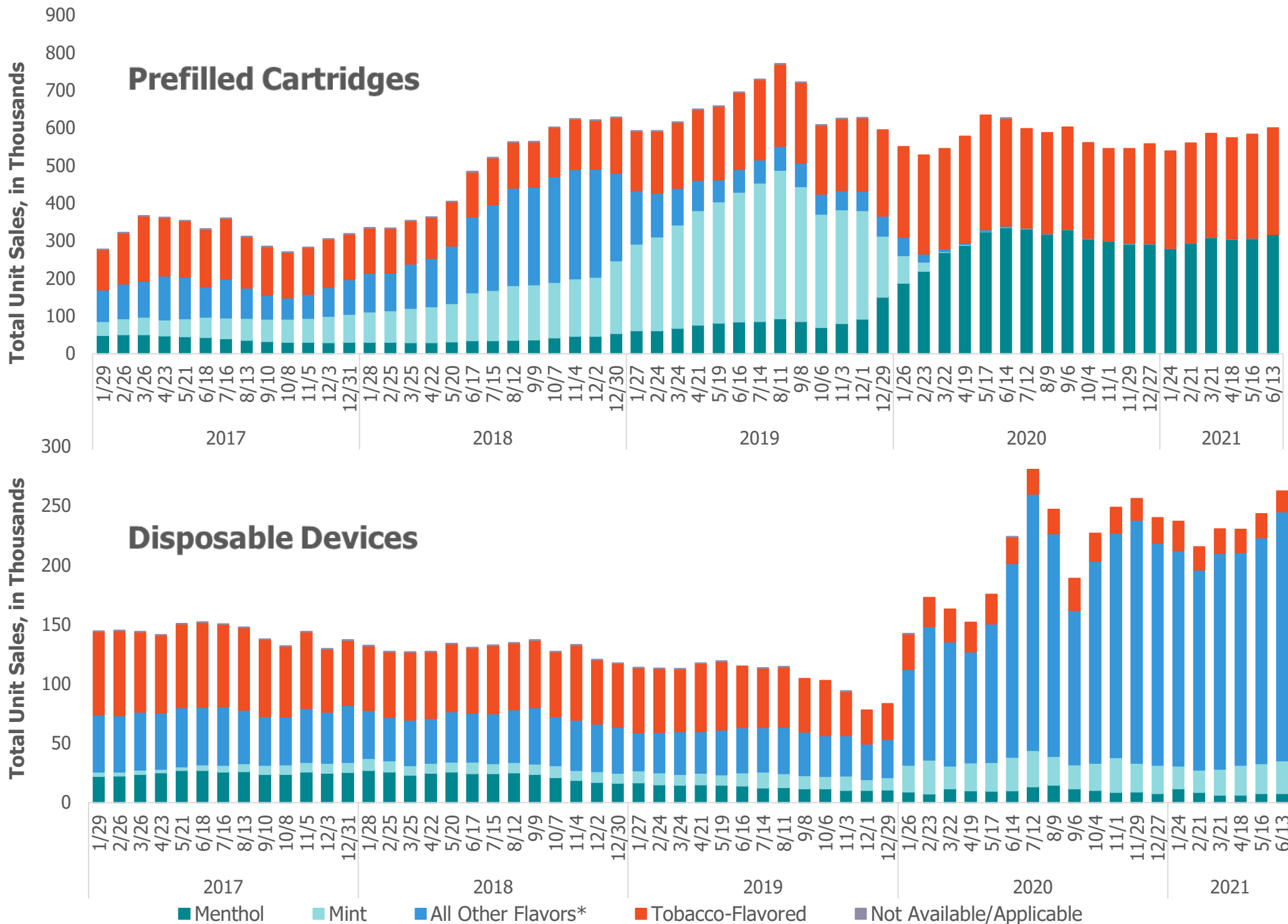
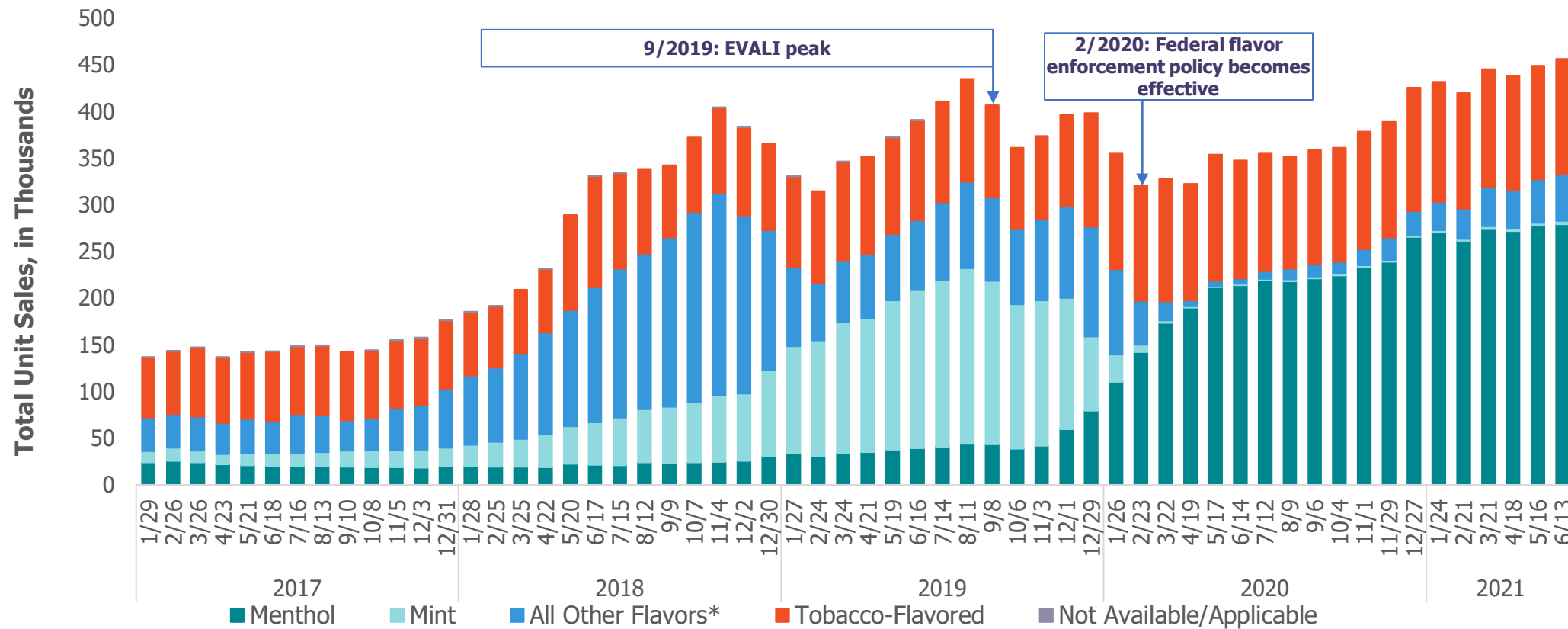


Figure 4. Colorado E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*

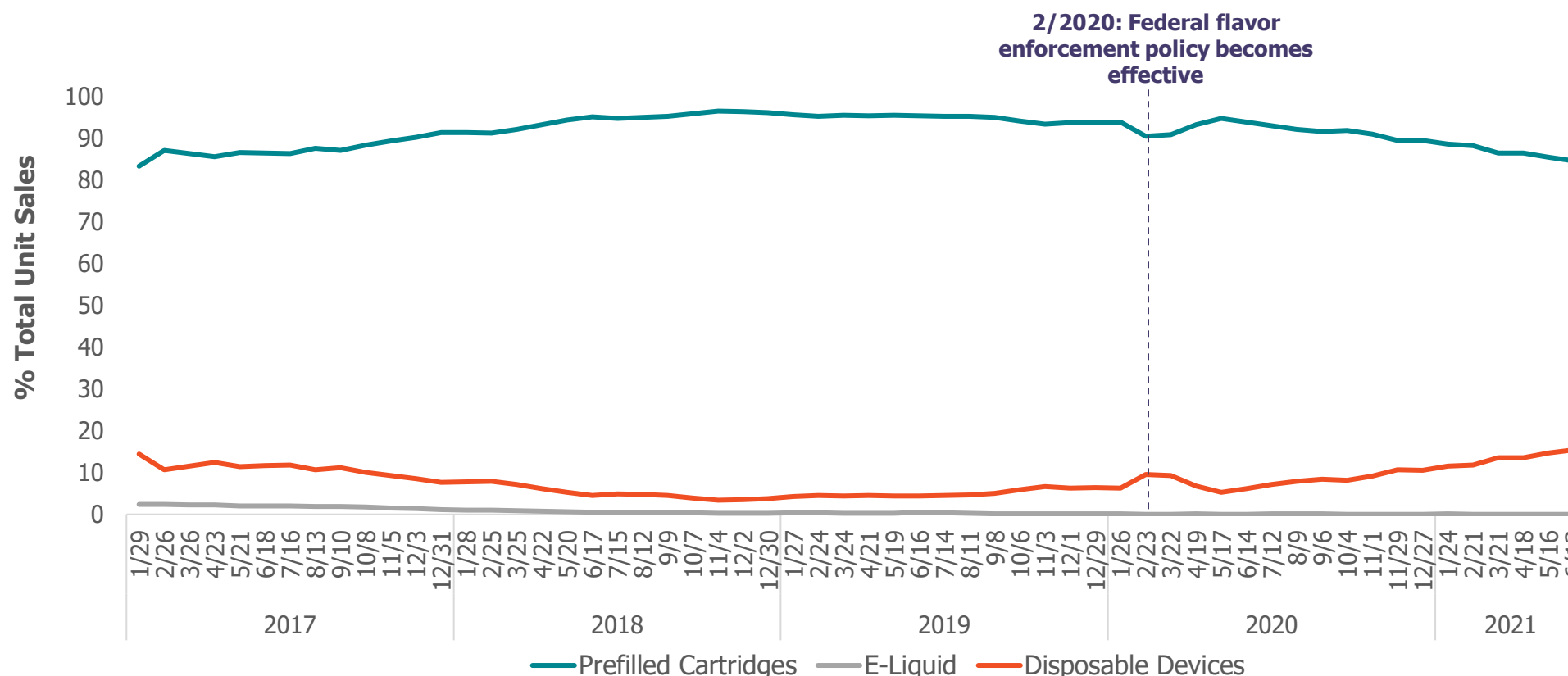


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Trends of Unit Sales by Flavor Following FDA’s Flavor Enforcement Policy

- From February 23, 2020 to June 13, 2021, monthly e-cigarette unit sales increased by 42.2% to 456.5 thousand units.
- From February 23, 2020 to June 13, 2021:
 - Menthol-flavored e-cigarette sales increased by 96.5% (from 142.2 thousand to 279.5 thousand); market share increased from 44.3% to 61.2%.
 - Tobacco-flavored e-cigarette sales increased by 0.1% (from 124.1 thousand to 124.2 thousand); market share decreased from 38.7% to 27.2%.
 - Mint-flavored e-cigarette sales decreased by 55.0% (from 7.7 thousand to 3.5 thousand); market share decreased from 2.4% to 0.8%.
 - All other-flavored e-cigarette sales increased by 5.1% (from 47.0 thousand to 49.4 thousand); market share decreased from 14.6% to 10.8%.

Figure 5. Colorado E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA’s Flavor Enforcement Policy

- Following FDA’s flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices increased by 130.0% (from 30.6 thousand to 70.3 thousand); market share increased from 9.5% to 15.4%.
 - Sales of prefilled cartridges increased by 33.0% (from 290.4 thousand to 386.2 thousand); market share decreased from 90.5% to 84.6%.

Figure 6. Colorado E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2017 – 6/2021

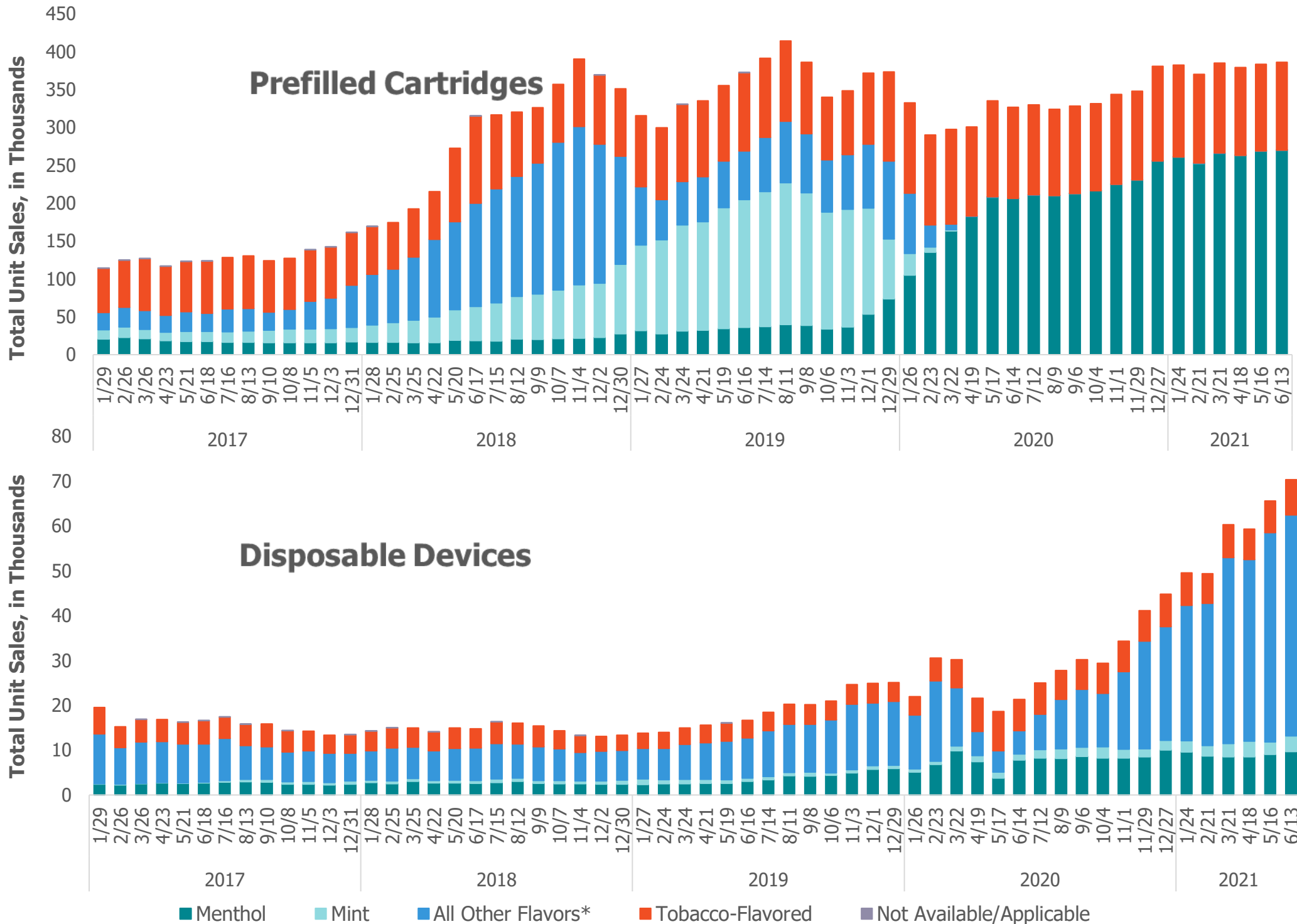
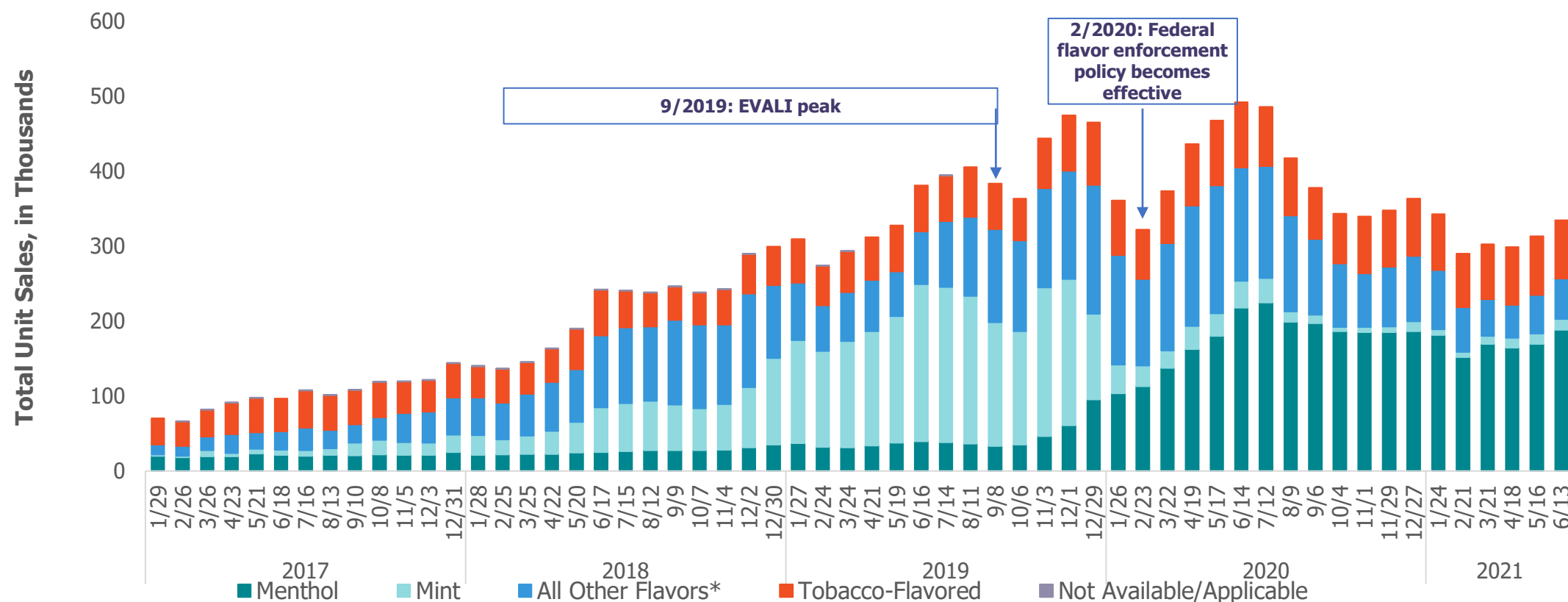


Figure 7. Connecticut E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*

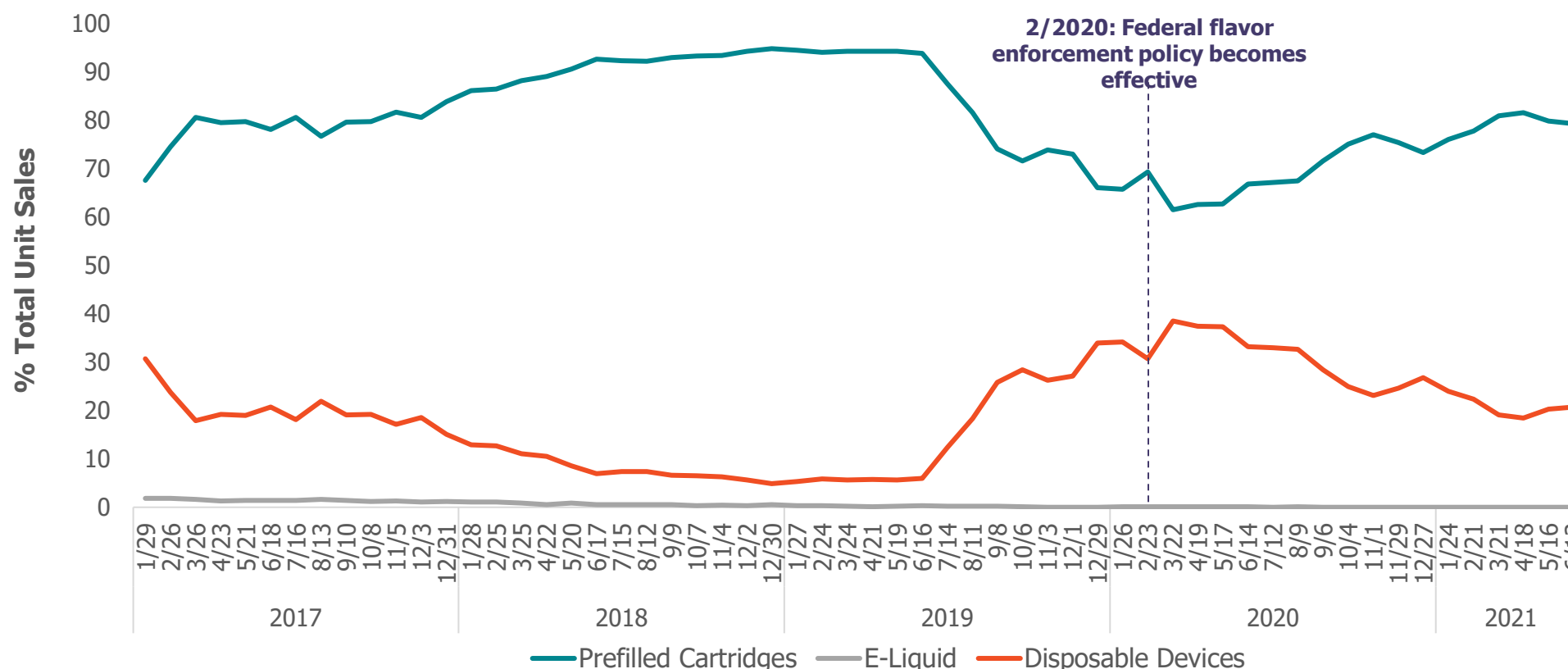


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Trends of Unit Sales by Flavor Following FDA’s Flavor Enforcement Policy

- From February 23, 2020 to June 13, 2021, monthly e-cigarette unit sales increased by 3.9% to 334.4 thousand units.
- From February 23, 2020 to June 13, 2021:
 - Menthol-flavored e-cigarette sales increased by 66.0% (from 113.2 thousand to 188.0 thousand); market share increased from 35.2% to 56.2%.
 - Tobacco-flavored e-cigarette sales increased by 17.6% (from 66.1 thousand to 77.7 thousand); market share increased from 20.5% to 23.2%.
 - Mint-flavored e-cigarette sales decreased by 46.4% (from 27.5 thousand to 14.7 thousand); market share decreased from 8.5% to 4.4%.
 - All other-flavored e-cigarette sales decreased by 53.1% (from 115.0 thousand to 54.0 thousand); market share decreased from 35.7% to 16.1%.

Figure 8. Connecticut E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA’s Flavor Enforcement Policy

- Following FDA’s flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices decreased by 30.0% (from 98.8 thousand to 69.2 thousand); market share decreased from 30.7% to 20.7%.
 - Sales of prefilled cartridges increased by 19.0% (from 222.9 thousand to 265.2 thousand); market share increased from 69.2% to 79.3%.

Figure 9. Connecticut E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2017 – 6/2021

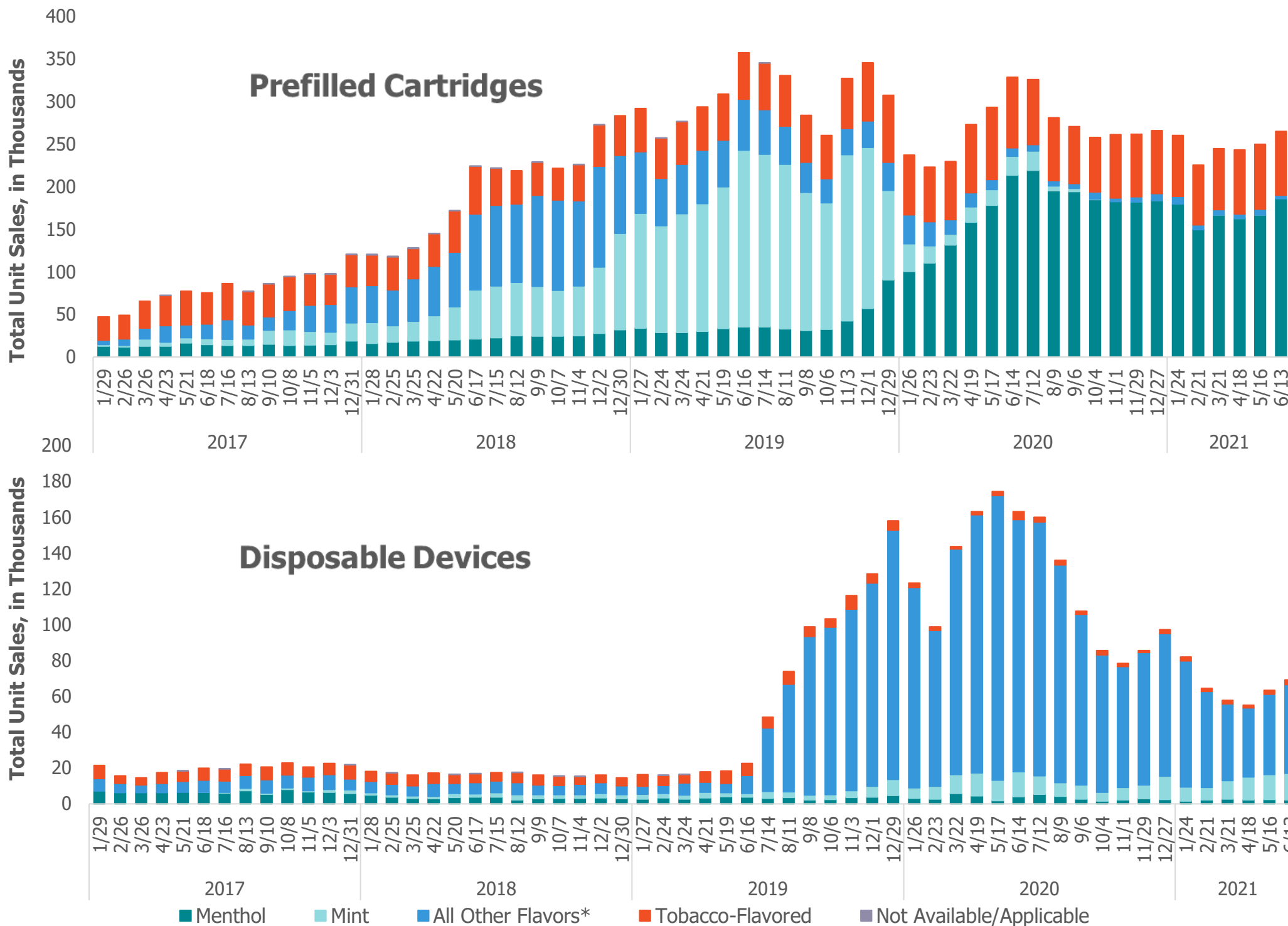
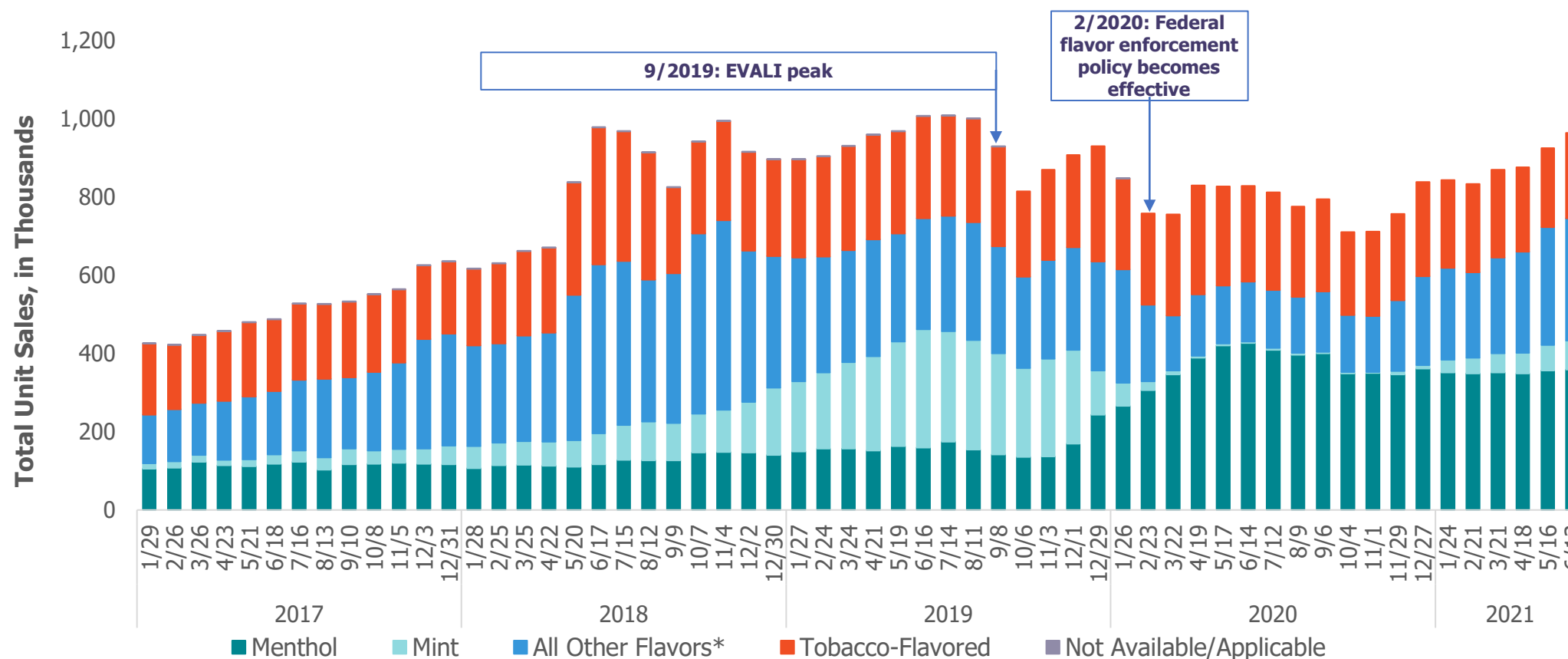


Figure 10. Illinois E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*

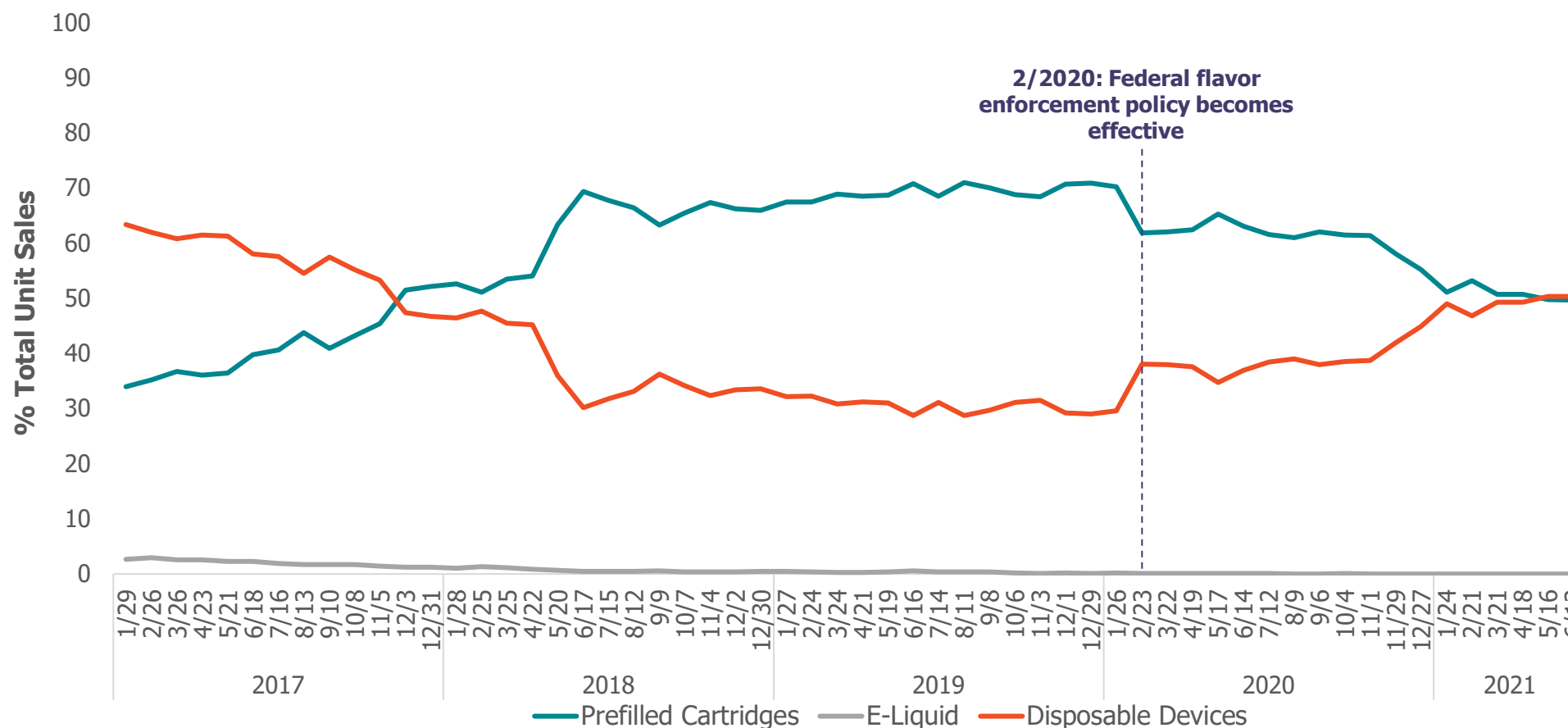


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Trends of Unit Sales by Flavor Following FDA’s Flavor Enforcement Policy

- From February 23, 2020 to June 13, 2021, monthly e-cigarette unit sales increased by 27.2% to 963.9 thousand units.
- From February 23, 2020 to June 13, 2021:
 - Menthol-flavored e-cigarette sales increased by 17.3% (from 305.6 thousand to 358.5 thousand); market share increased from 40.3% to 37.2%.
 - Tobacco-flavored e-cigarette sales decreased by 6.6% (from 233.5 thousand to 218.1 thousand); market share decreased from 30.8% to 22.6%.
 - Mint-flavored e-cigarette sales increased by 223.2% (from 23.1 thousand to 74.5 thousand); market share increased from 3.0% to 7.7%.
 - All other-flavored e-cigarette sales increased by 59.7% (from 195.9 thousand to 312.8 thousand); market share increased from 25.8% to 32.5%.

Figure 11. Illinois E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA’s Flavor Enforcement Policy

- Following FDA’s flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices increased by 68.3% (from 288.3 thousand to 485.1 thousand); market share increased from 38.0% to 50.3%.
 - Sales of prefilled cartridges decreased by 2.1% (from 468.9 thousand to 478.6 thousand); market share decreased from 61.9% to 49.7%.

Figure 12. Illinois E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2017 – 6/2021

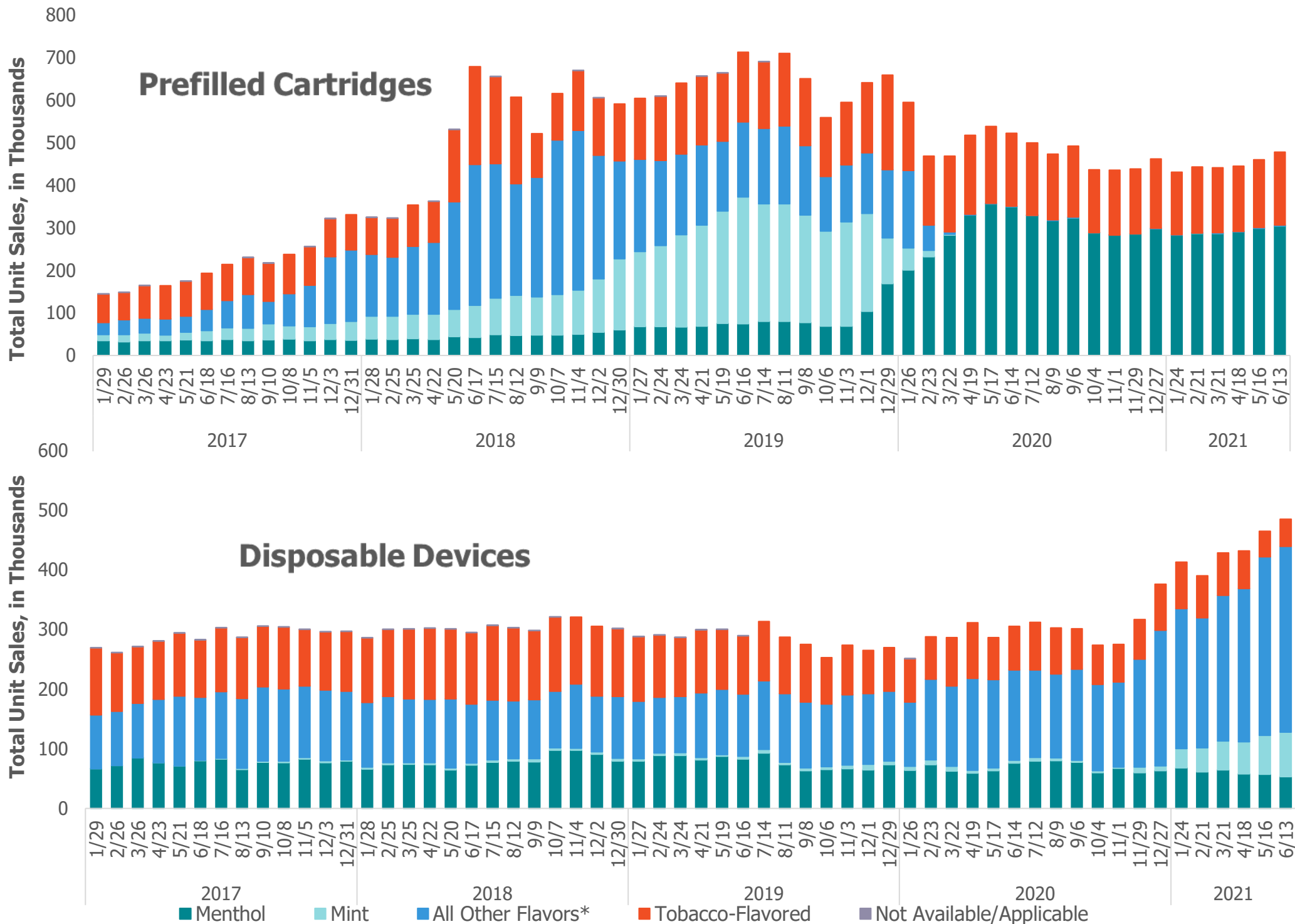
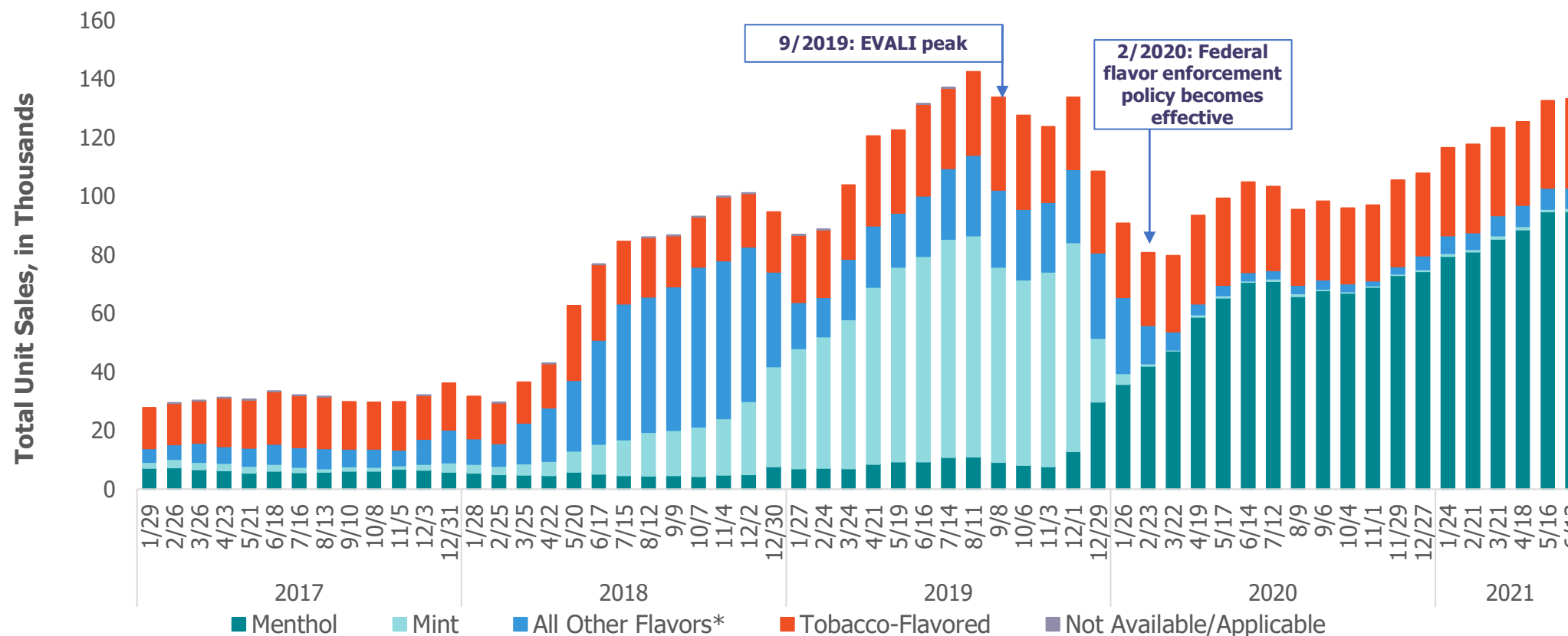


Figure 13. Maine E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*

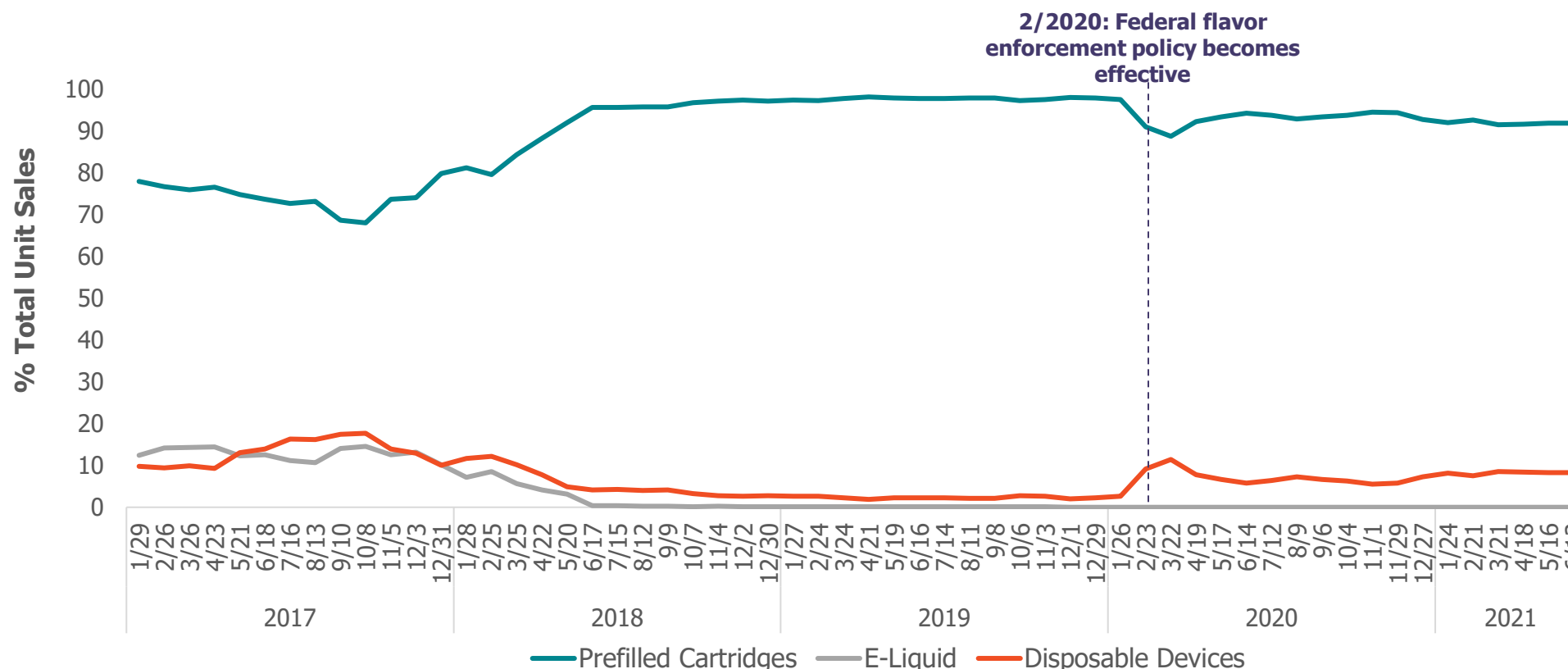


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Trends of Unit Sales by Flavor Following FDA’s Flavor Enforcement Policy

- From February 23, 2020 to June 13, 2021, monthly e-cigarette unit sales increased by 65.1% to 133.3 thousand units.
- From February 23, 2020 to June 13, 2021:
 - Menthol-flavored e-cigarette sales increased by 125.3% (from 42.0 thousand to 94.7 thousand); market share increased from 52.1% to 71.1%.
 - Tobacco-flavored e-cigarette sales increased by 22.9% (from 24.9 thousand to 22.9 thousand); market share decreased from 30.8% to 22.9%.
 - Mint-flavored e-cigarette sales increased by 32.9% (from 0.9 thousand to 1.2 thousand); market share decreased from 1.1% to 0.9%.
 - All other-flavored e-cigarette sales decreased by 47.2% (from 13.0 thousand to 6.8 thousand); market share decreased from 16.0% to 5.1%.

Figure 14. Maine E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA’s Flavor Enforcement Policy

- Following FDA’s flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices increased by 49.7% (from 7.3 thousand to 11.0 thousand); market share decreased from 9.1% to 8.2%.
 - Sales of prefilled cartridges increased by 66.6% (from 73.4 thousand to 122.3 thousand); market share increased from 90.9% to 91.8%.

Figure 15. Maine E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2017 – 6/2021

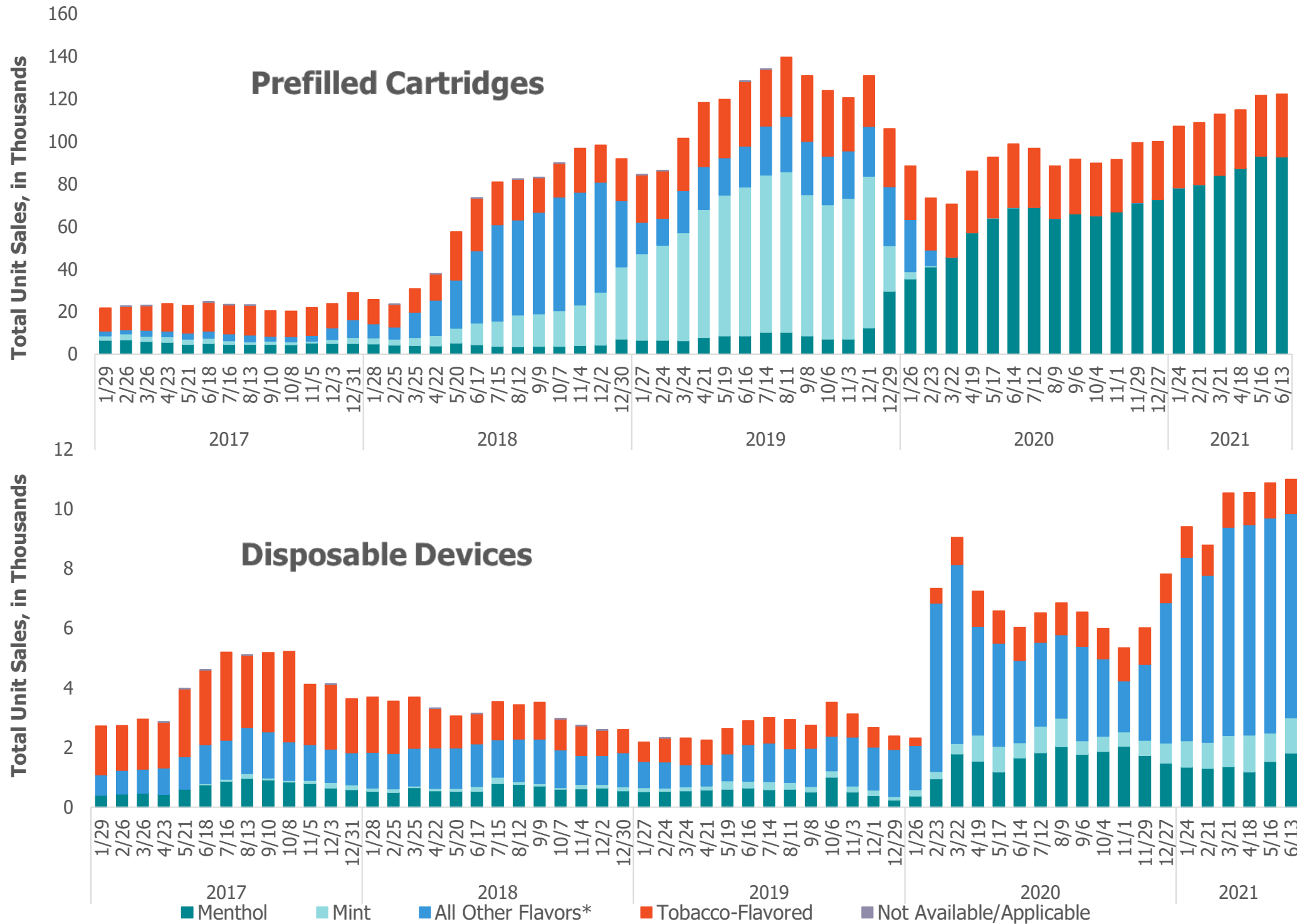
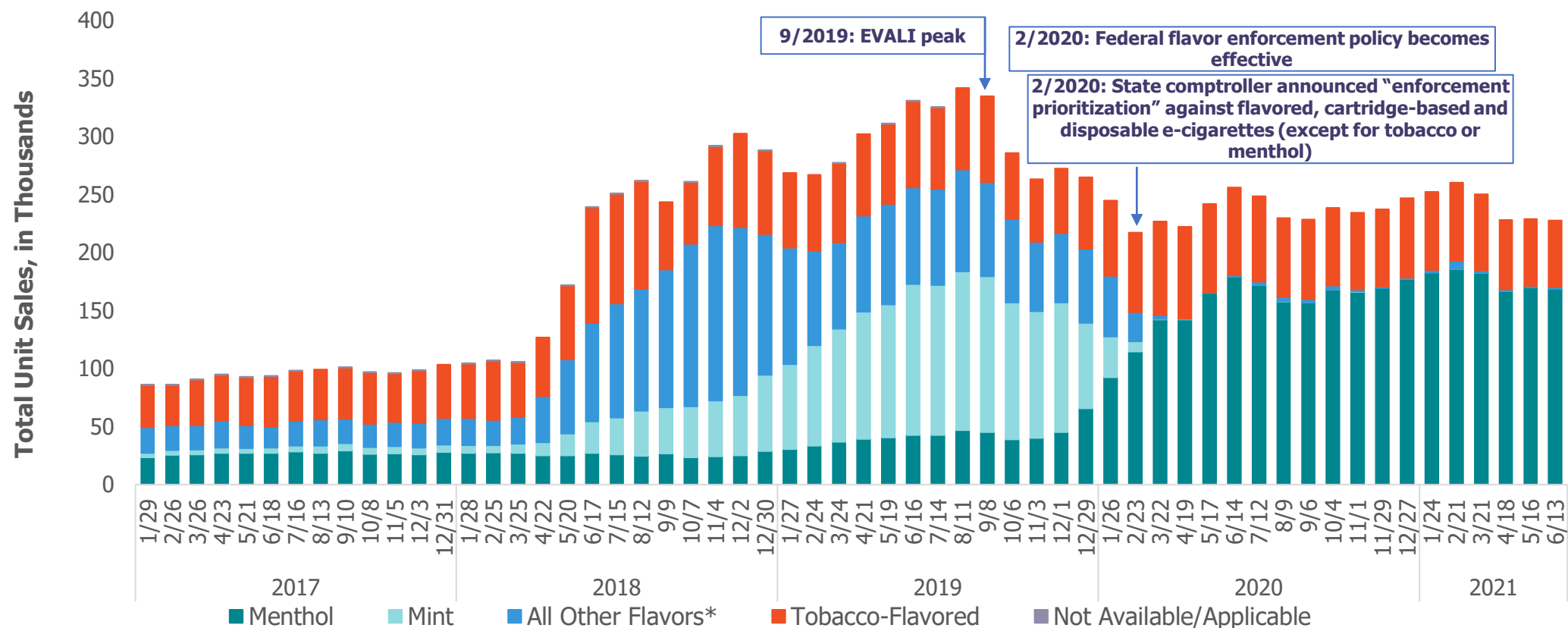


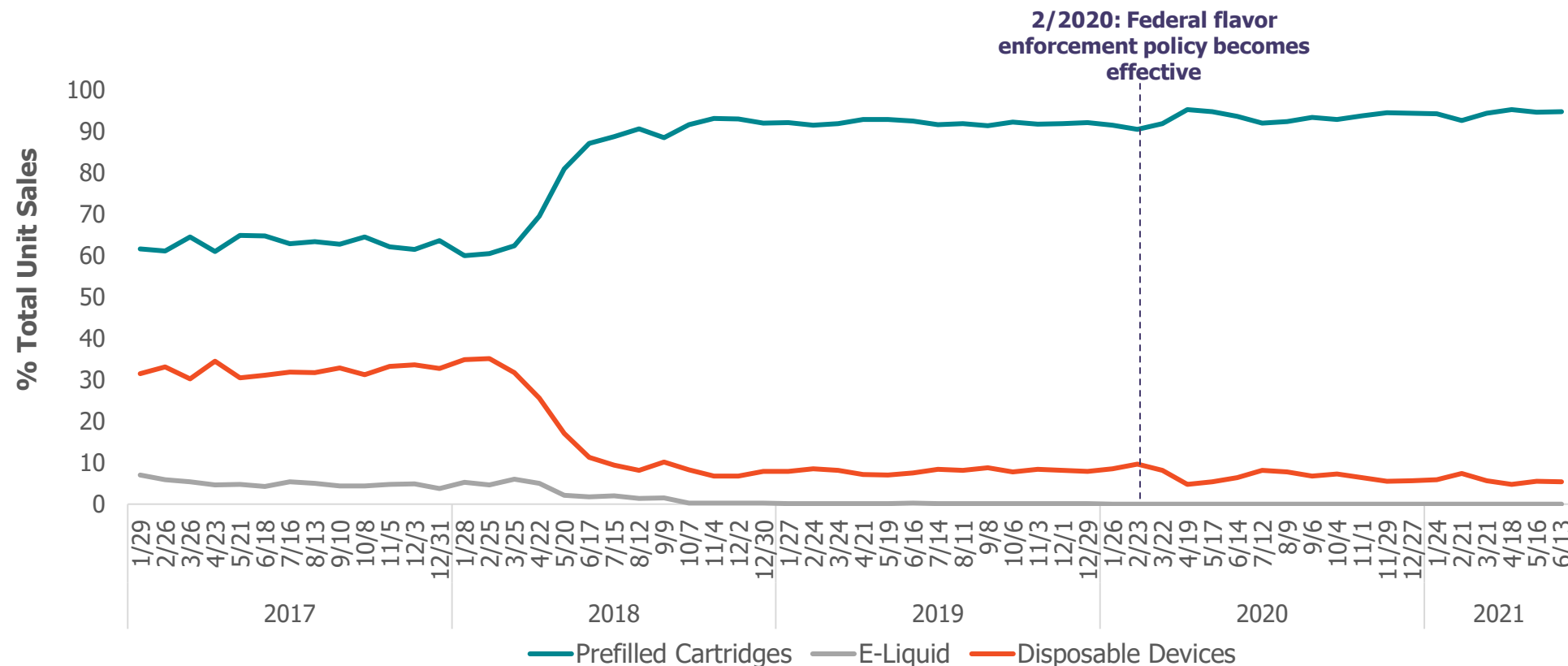
Figure 16. Maryland E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Trends of Unit Sales by Flavor Following FDA’s Flavor Enforcement Policy

- From February 23, 2020 to June 13, 2021, monthly e-cigarette unit sales increased by 4.9% to 227.7 thousand units.
- From February 23, 2020 to June 13, 2021:
 - Menthol-flavored e-cigarette sales increased by 47.5% (from 114.6 thousand to 169.0 thousand); market share increased from 52.8% to 74.2%.
 - Tobacco-flavored e-cigarette sales decreased by 16.7% (from 68.5 thousand to 57.1 thousand); market share decreased from 31.6% to 25.1%.
 - Mint-flavored e-cigarette sales decreased by 99.2% (from 9.1 thousand to 0.1 thousand); market share decreased from 4.2% to 0.0%.
 - All other-flavored e-cigarette sales decreased by 94.2% (from 24.9 thousand to 1.4 thousand); market share decreased from 11.5% to 0.6%.

Figure 17. Maryland E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*

*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA's Flavor Enforcement Policy

- Following FDA's flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices decreased by 41.6% (from 20.9 thousand to 12.2 thousand); market share decreased from 9.6% to 5.4%.
 - Sales of prefilled cartridges increased by 9.8% (from 196.3 thousand to 215.5 thousand); market share increased from 90.4% to 94.6%.

Figure 18. Maryland E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2017 – 6/2021

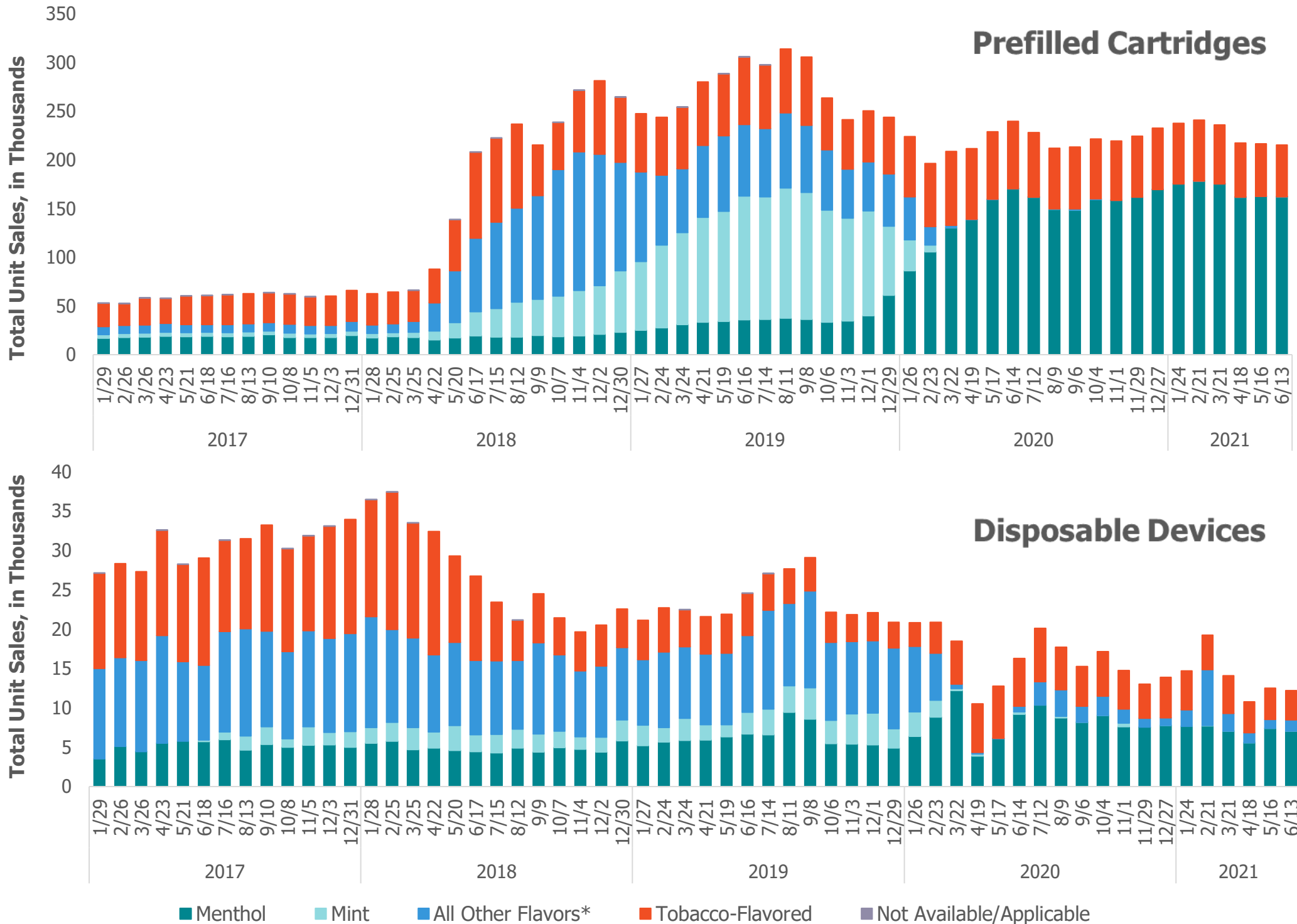
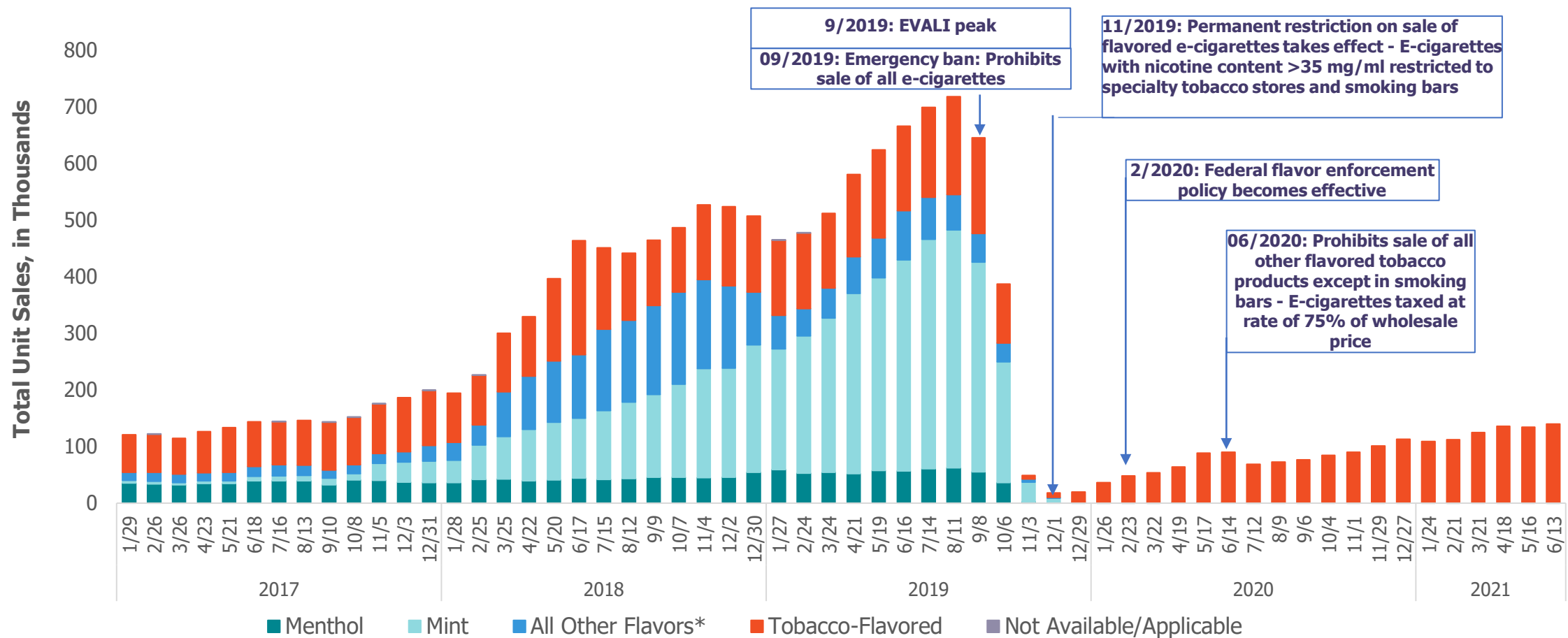


Figure 19. Massachusetts E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*

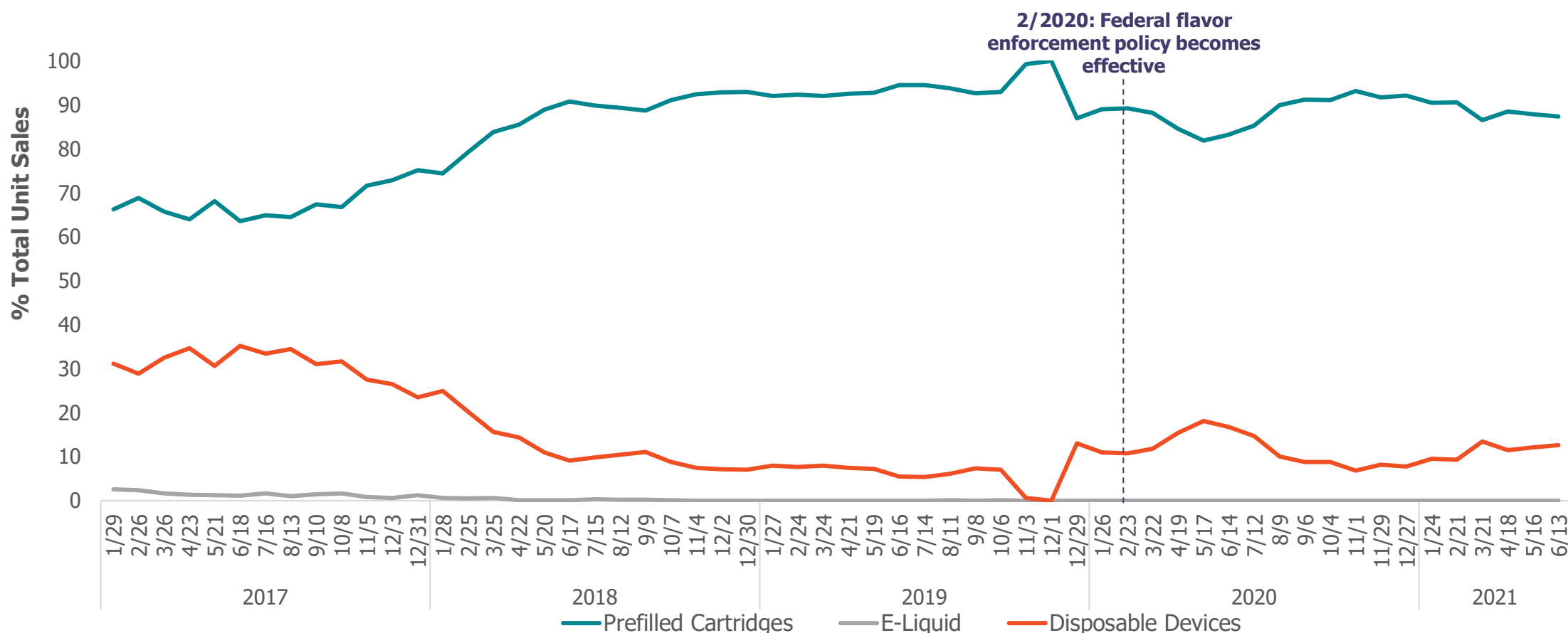


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Trends of Unit Sales by Flavor (9/8/19-6/13/21)

- Following Massachusetts's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased by 78.3% from September 8, 2019 to June 13, 2021 (from 645.2 thousand to 139.8 thousand).
- From September 8, 2019 to June 13, 2021:
 - Menthol-flavored e-cigarette sales decreased by 100.0% (from 55.3 thousand to 0.0 thousand); market share decreased from 8.6% to 0.0%.
 - Tobacco-flavored e-cigarette sales decreased by 17.3% (from 169.0 thousand to 139.7 thousand); market share increased from 26.2% to 99.9%.
 - Mint-flavored e-cigarette sales decreased by 100.0% (from 370.4 thousand to 0.0 thousand); market share decreased from 57.4% to 0.0%.
 - All other-flavored e-cigarette sales decreased by 99.8% (from 50.6 thousand to 0.1 thousand); market share decreased from 7.8% to 0.1%.

Figure 20. Massachusetts E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA’s Flavor Enforcement Policy

- Following FDA’s flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices increased by 241.4% (from 5.2 thousand to 17.7 thousand); market share increased from 10.7% to 12.6%.
 - Sales of prefilled cartridges increased by 184.0% (from 43.0 thousand to 122.2 thousand); market share decreased from 89.3% to 87.4%.

Figure 21. Massachusetts E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2017 – 6/2021

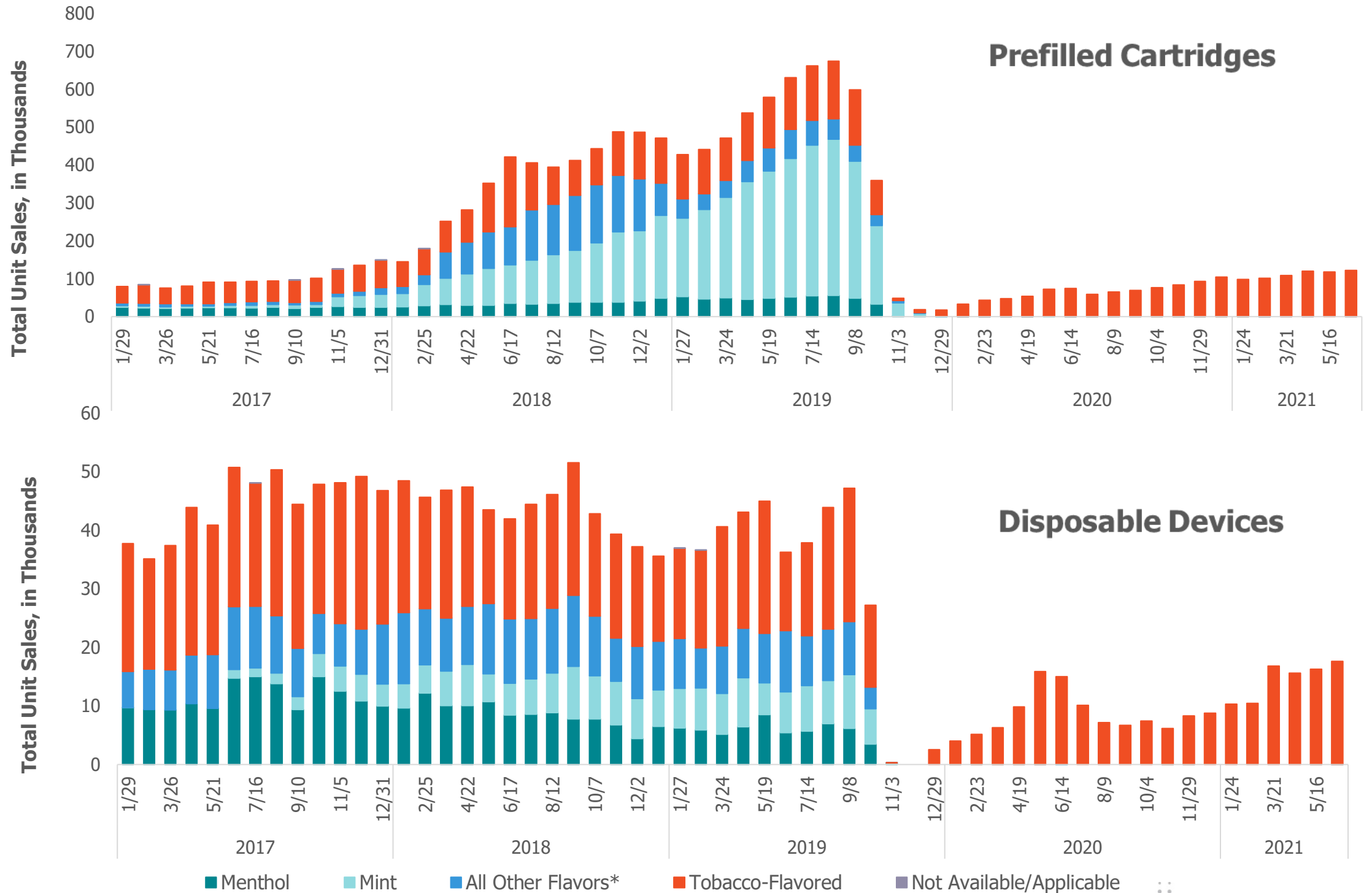
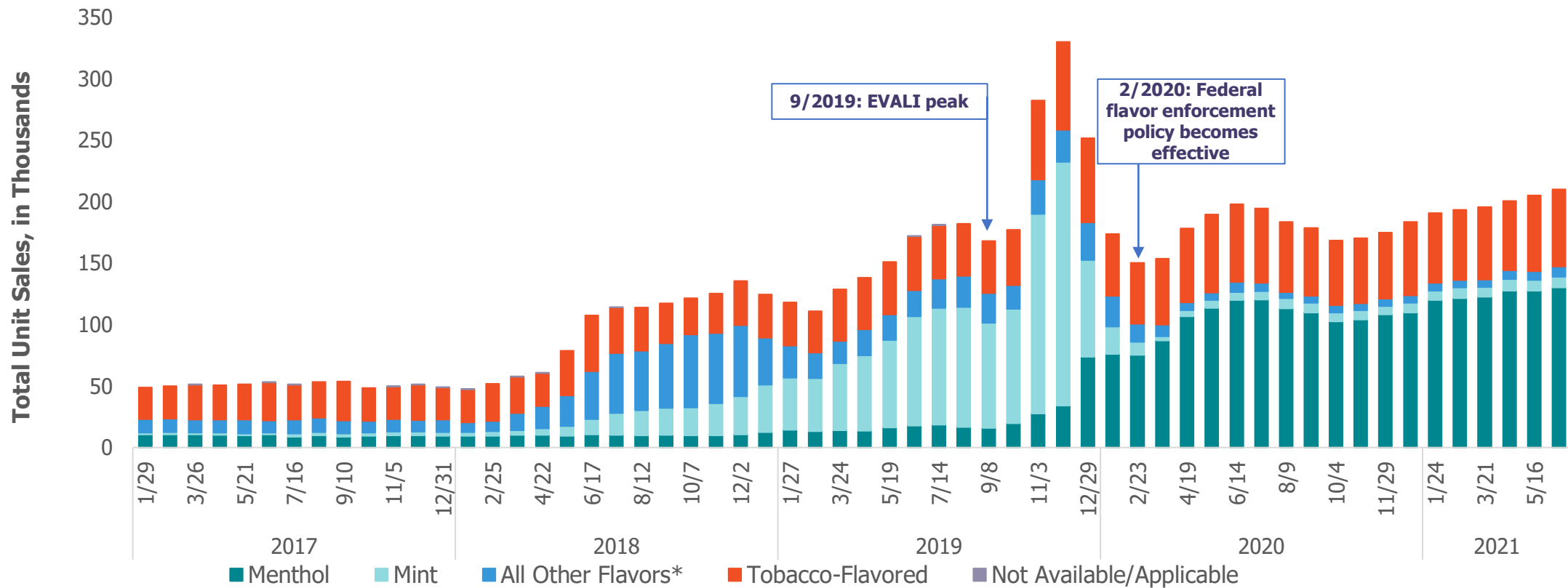


Figure 22. New Hampshire E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*

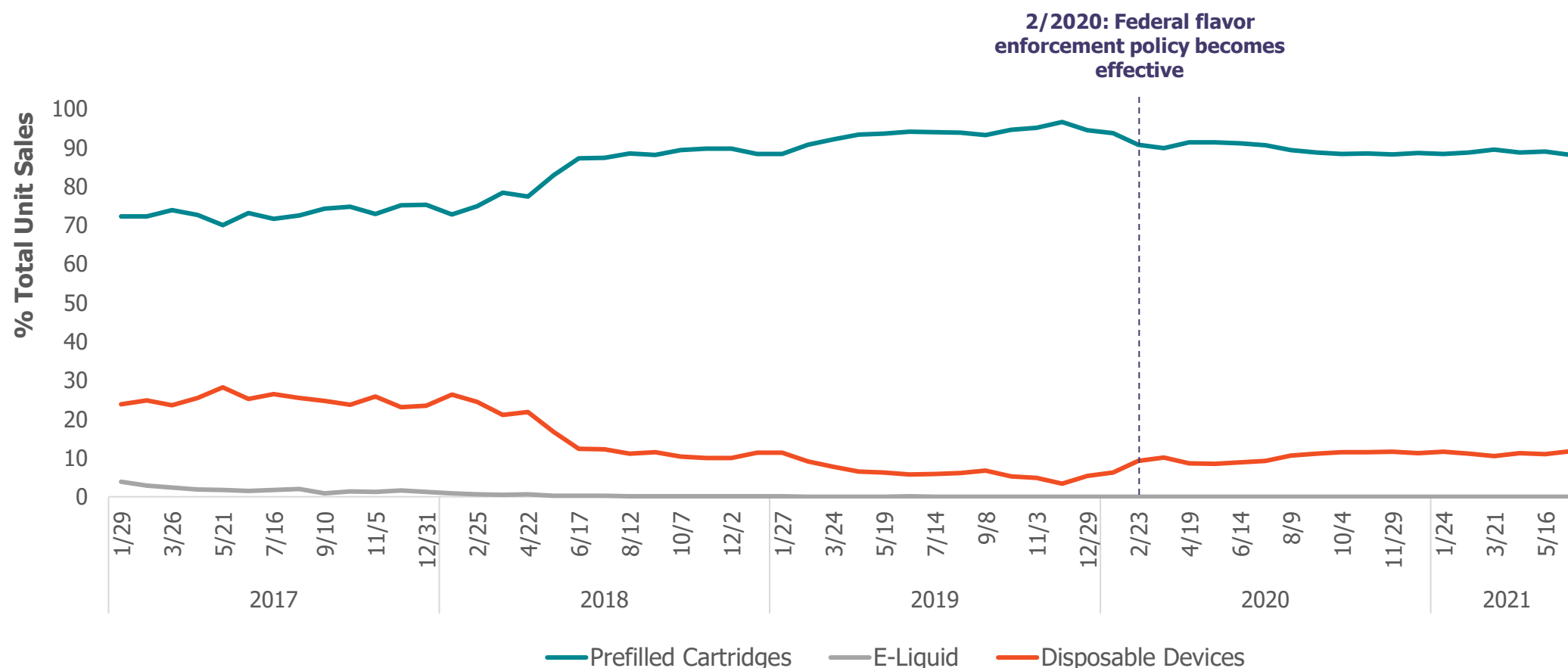


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Trends of Unit Sales by Flavor Following FDA’s Flavor Enforcement Policy

- From February 23, 2020 to June 13, 2021, monthly e-cigarette unit sales increased by 40.0% to 210.3 thousand units.
- From February 23, 2020 to June 13, 2021:
 - Menthol-flavored e-cigarette sales increased by 72.7% (from 75.5 thousand to 130.3 thousand); market share increased from 50.3% to 62.0%.
 - Tobacco-flavored e-cigarette sales increased by 27.3% (from 49.4 thousand to 63.0 thousand); market share decreased from 32.9% to 29.9%.
 - Mint-flavored e-cigarette sales decreased by 18.4% (from 10.6 thousand to 8.7 thousand); market share decreased from 7.1% to 4.1%.
 - All other-flavored e-cigarette sales decreased by 43.1% (from 14.6 thousand to 8.3 thousand); market share decreased from 9.7% to 4.0%.

Figure 23. New Hampshire E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA’s Flavor Enforcement Policy

- Following FDA’s flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices increased by 78.6% (from 13.9 thousand to 24.8 thousand); market share increased from 9.3% to 11.8%.
 - Sales of prefilled cartridges increased by 36.1% (from 136.3 thousand to 185.4 thousand); market share decreased from 90.7% to 88.2%.

**Figure 24. New Hampshire E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates
1/2017 – 6/2021**

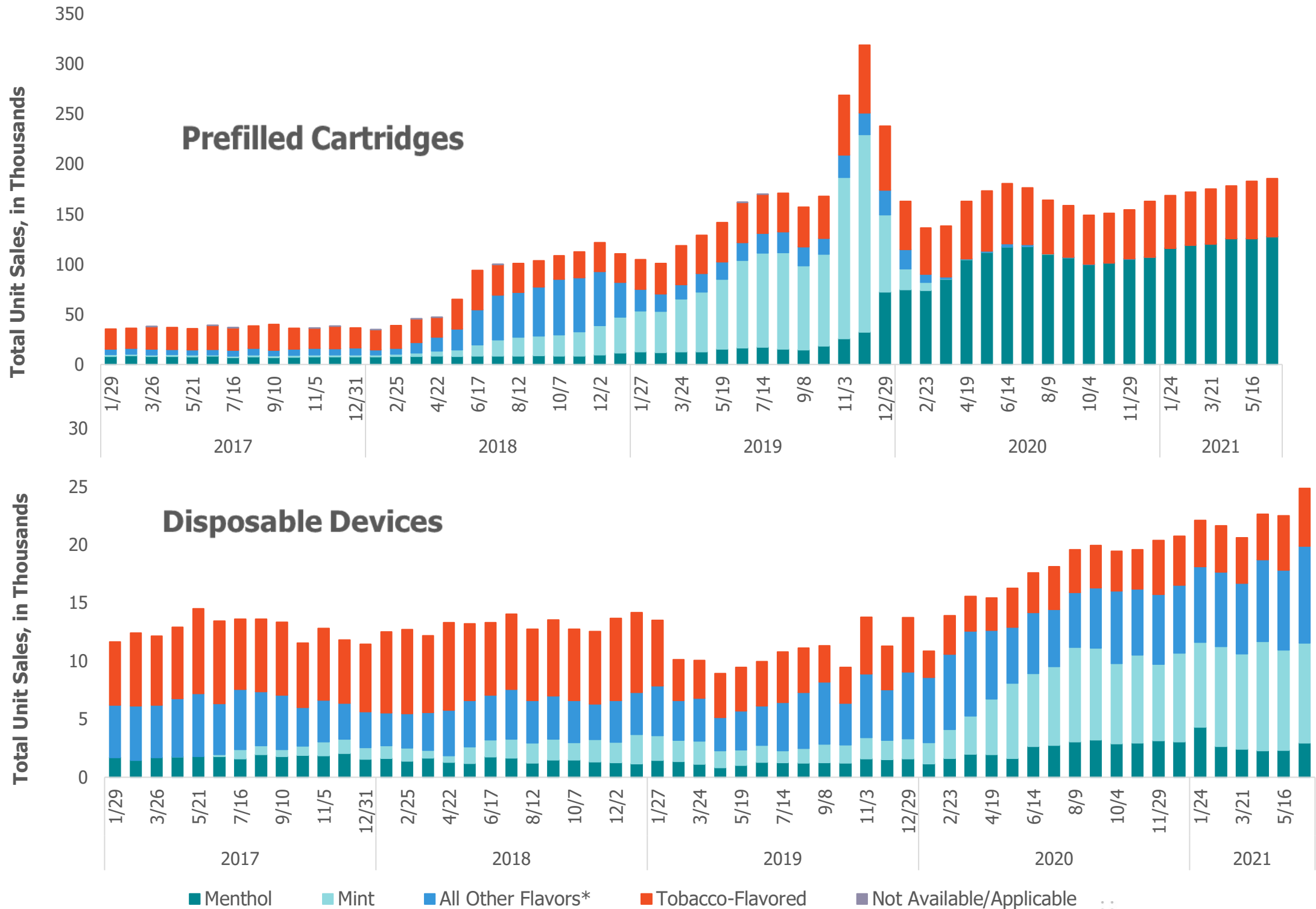
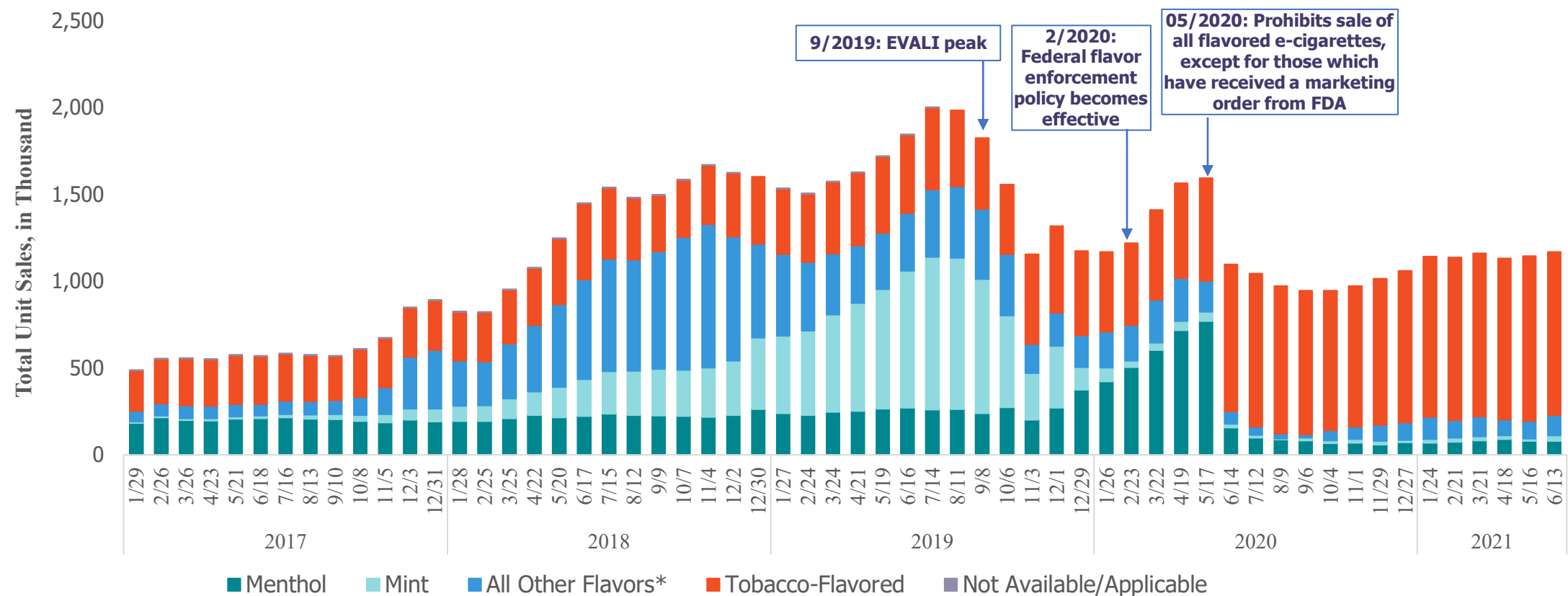


Figure 25. New York E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*

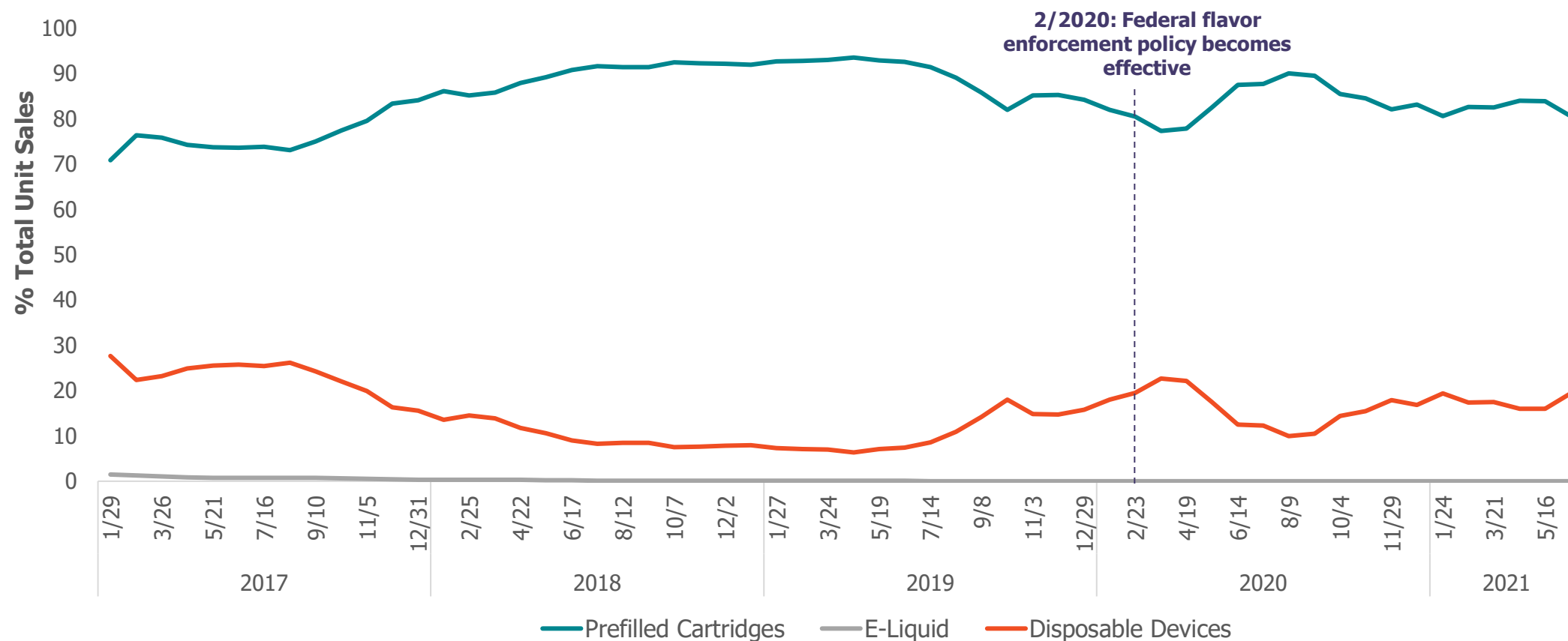


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Trends of Unit Sales by Flavor (5/17/20-6/13/21)

- Following New York's flavored e-cigarette restriction, monthly e-cigarette total unit sales decreased by 26.8% between May 17, 2020 and June 13, 2021 (from 1594.0 thousand to 1167.4 thousand).
- From May 17, 2020 to June 13, 2021:
 - Menthol-flavored e-cigarette sales decreased by 89.6% (from 770.3 thousand to 79.9 thousand); market share decreased from 48.3% to 6.8%.
 - Tobacco-flavored e-cigarette sales increased by 58.4% (from 592.1 thousand to 938.0 thousand); market share increased from 37.1% to 80.3%.
 - Mint-flavored e-cigarette sales decreased by 42.4% (from 52.5 thousand to 30.3 thousand); market share decreased from 3.3% to 2.6%.
 - All other-flavored e-cigarette sales decreased by 33.4% (from 179.1 thousand to 119.3 thousand); market share decreased from 11.2% to 10.2%.

Figure 26. New York E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA’s Flavor Enforcement Policy

- Following FDA’s flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices decreased by 4.9% (from 237.4 thousand to 225.7 thousand); market share decreased from 19.5% to 19.3%.
 - Sales of prefilled cartridges decreased by 4.1% (from 982.3 thousand to 941.8 thousand); market share increased from 80.5% to 80.7%.

Figure 27. New York E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2017 – 6/2021

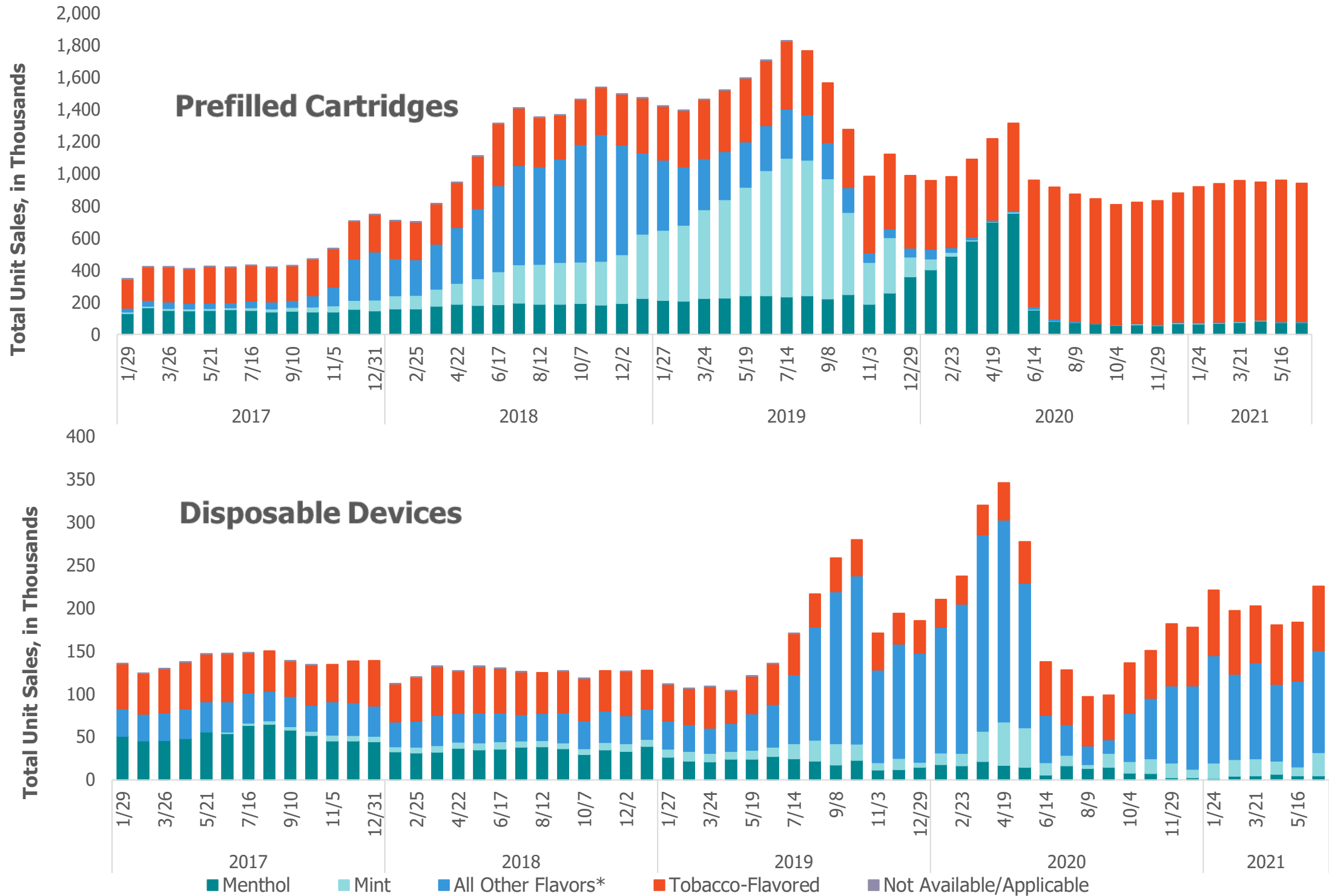
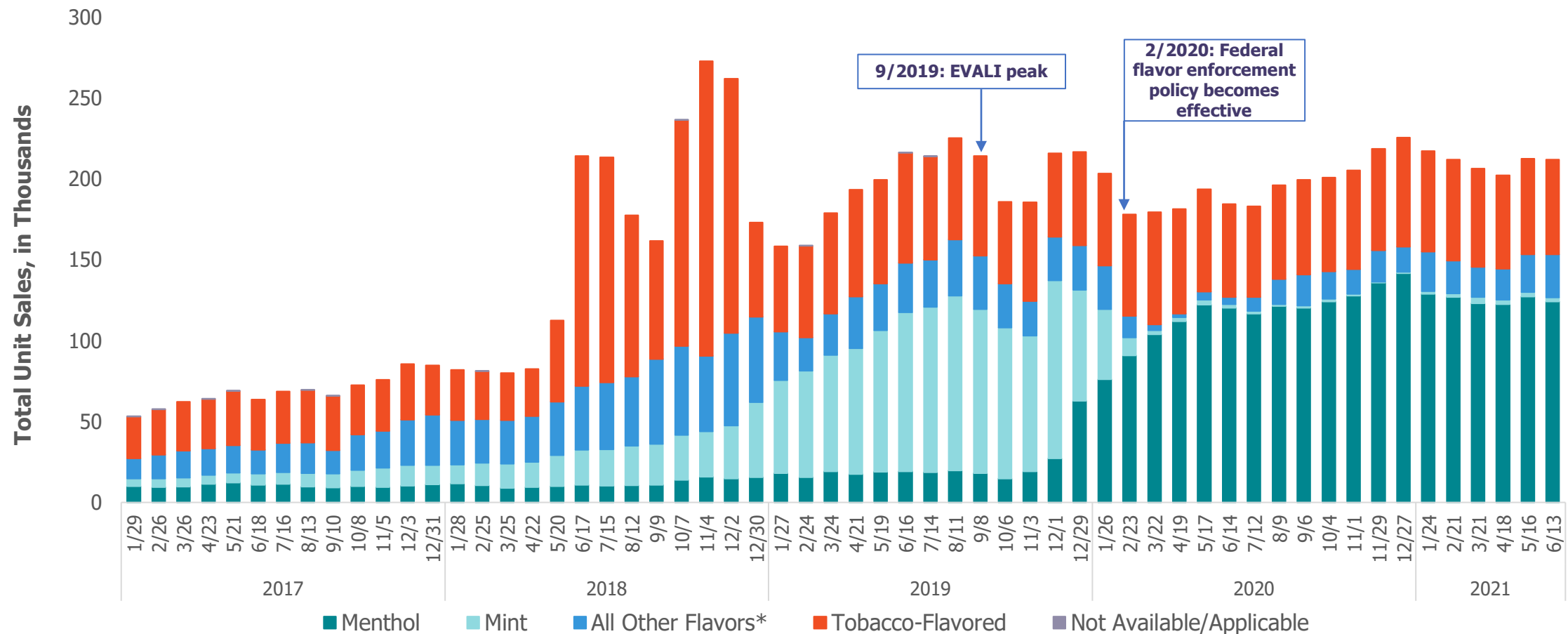


Figure 28. Oregon E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*

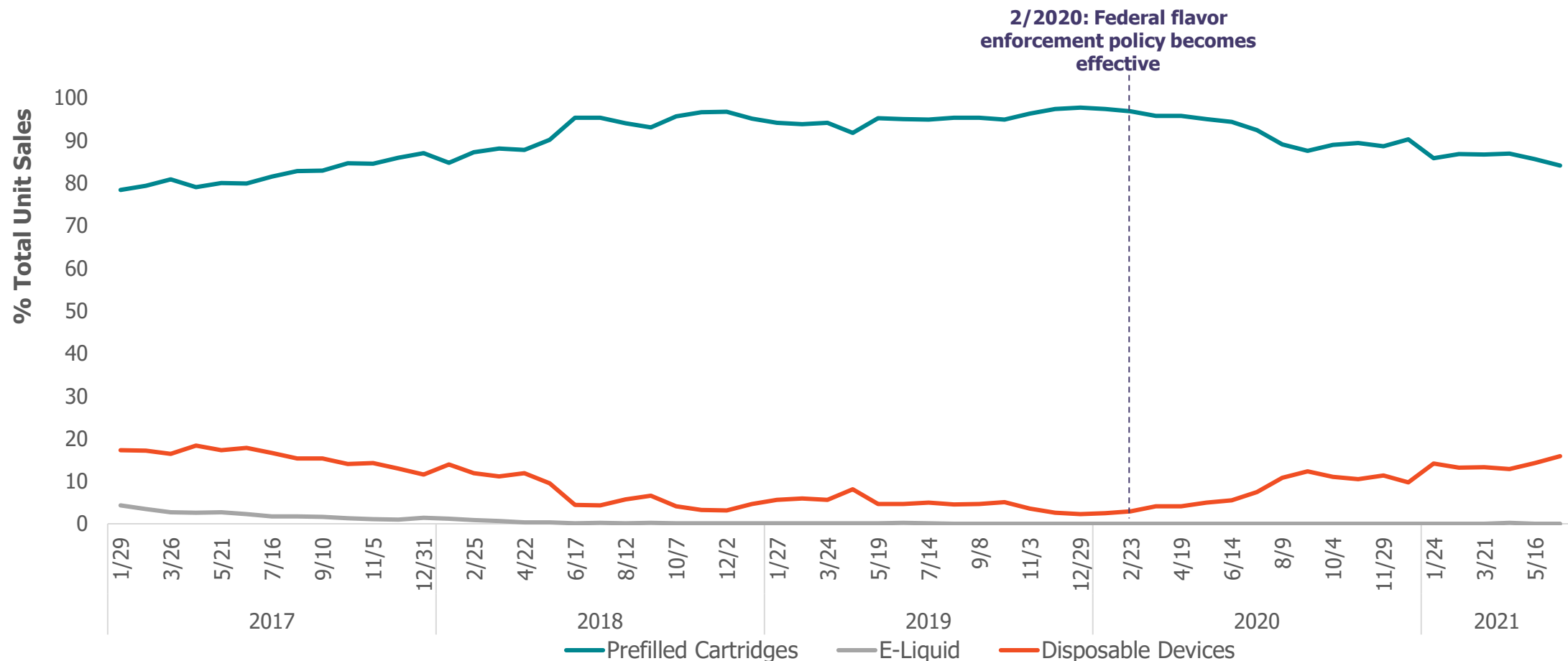


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Trends of Unit Sales by Flavor Following FDA’s Flavor Enforcement Policy

- From February 23, 2020 to June 13, 2021, monthly e-cigarette unit sales increased by 19.0% to 212.2 thousand units.
- From February 23, 2020 to June 13, 2021:
 - Menthol-flavored e-cigarette sales increased by 36.6% (from 90.9 thousand to 124.2 thousand); market share increased from 51.0% to 58.5%.
 - Tobacco-flavored e-cigarette sales decreased by 6.7% (from 63.0 thousand to 58.8 thousand); market share decreased from 35.3% to 27.7%.
 - Mint-flavored e-cigarette sales decreased by 76.3% (from 10.9 thousand to 2.6 thousand); market share decreased from 6.1% to 1.2%.
 - All other-flavored e-cigarette sales increased by 98.2% (from 13.4 thousand to 26.6 thousand); market share increased from 7.5% to 12.5%.

Figure 29. Oregon E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA’s Flavor Enforcement Policy

- Following FDA’s flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices increased by 531.4% (from 5.3 thousand to 33.7 thousand); market share increased from 3.0% to 15.9%.
 - Sales of prefilled cartridges increased by 3.3% (from 172.8 thousand to 178.4 thousand); market share decreased from 96.9% to 84.1%.

Figure 30. Oregon E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2017 – 6/2021

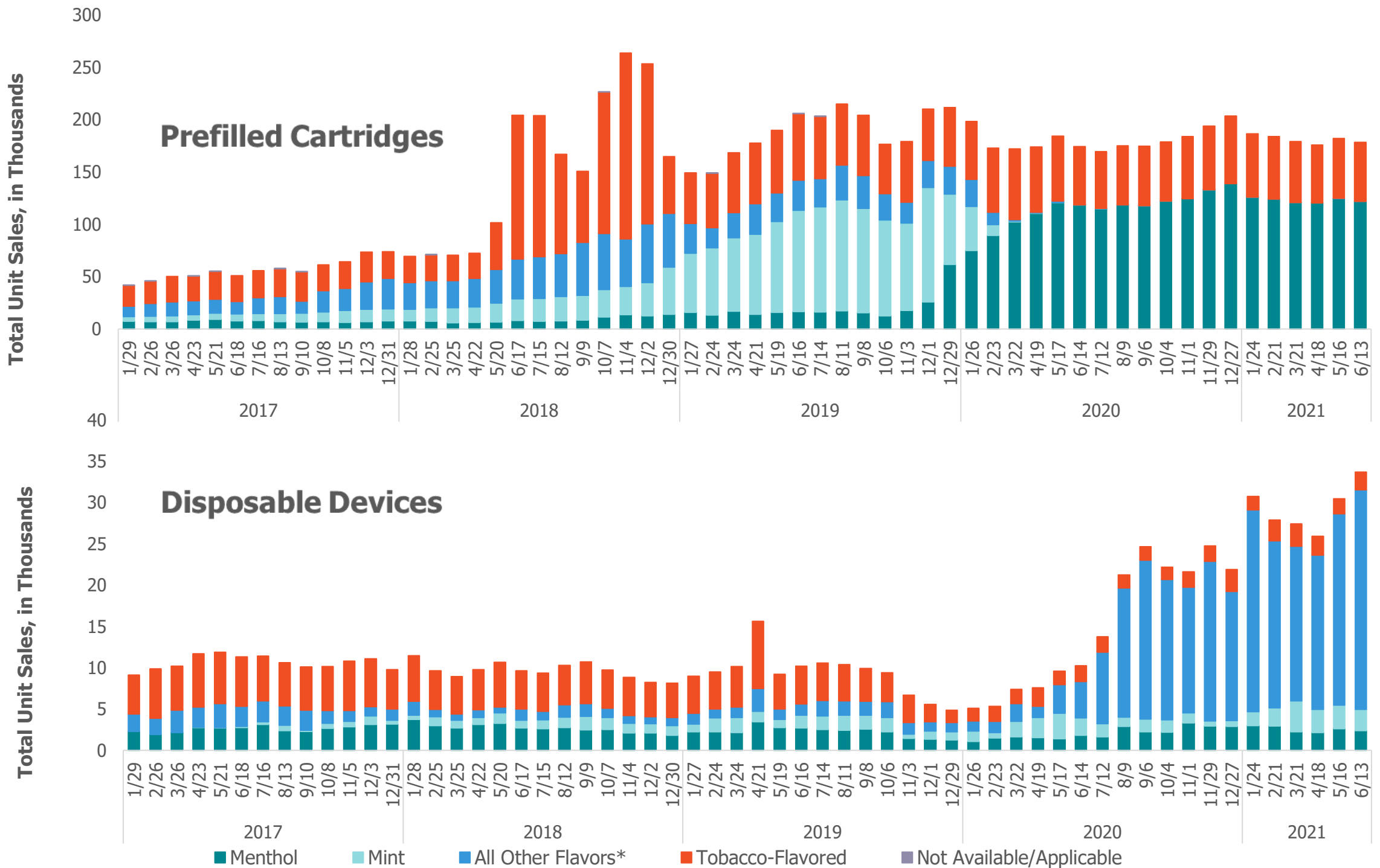
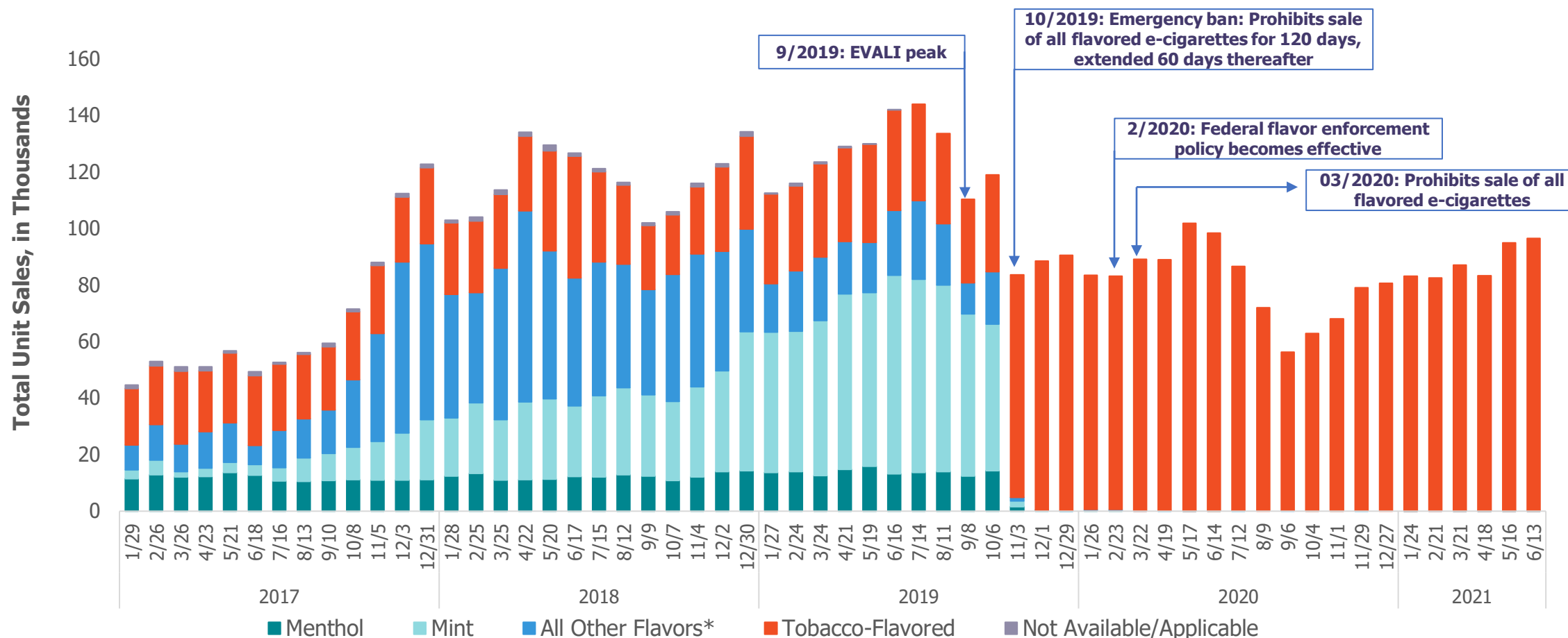


Figure 31. Rhode Island E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*

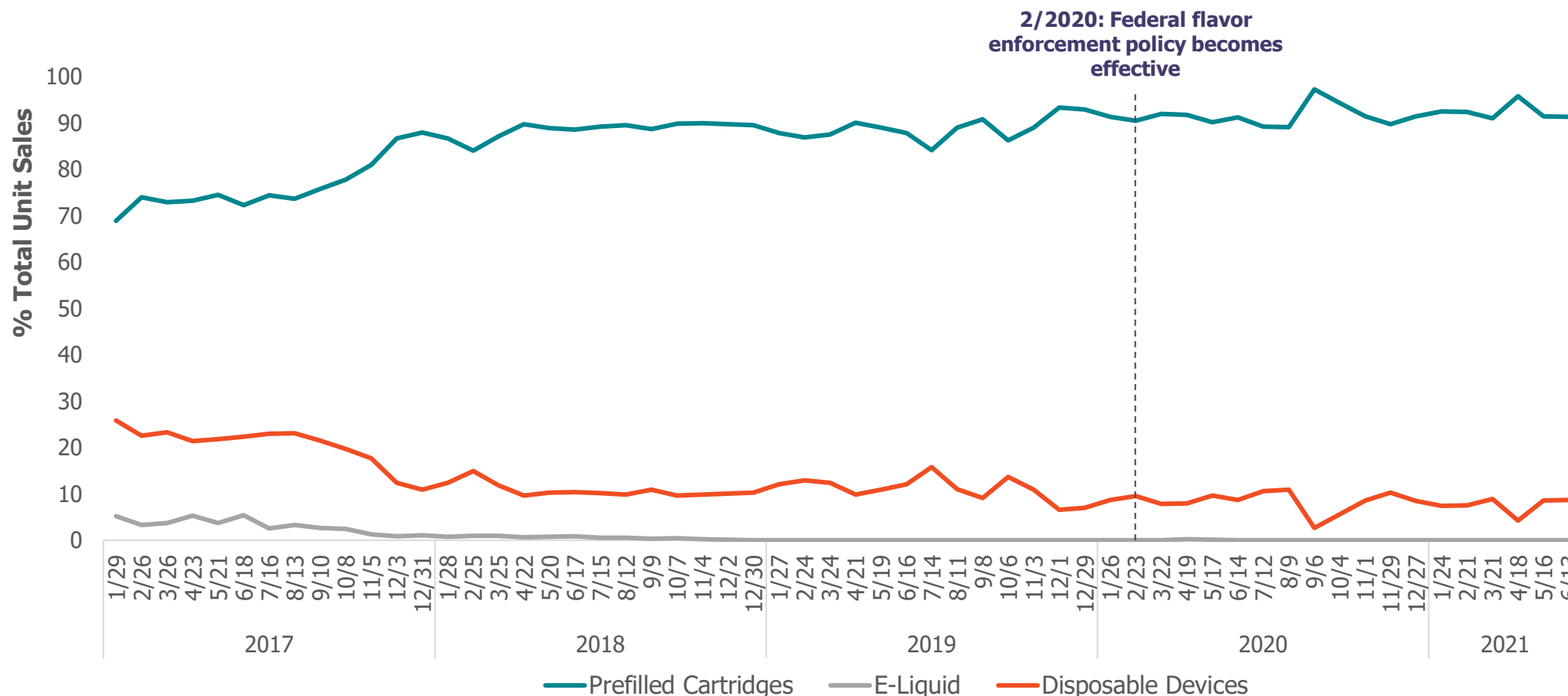


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Trends of Unit Sales by Flavor (10/6/19-6/13/21)

- Following Rhode Island's flavored e-cigarette restriction, monthly e-cigarette total unit sales decreased by 18.9% from October 6, 2019 to June 13, 2021 (from 119.0 thousand to 96.5 thousand).
- From October 06, 2019 to June 13, 2021:
 - Menthol-flavored e-cigarette sales decreased by 99.9% (from 14.3 thousand to 0.0 thousand); market share decreased from 12.0% to 0.0%.
 - Tobacco-flavored e-cigarette sales increased by 181.2% (from 34.3 thousand to 96.5 thousand); market share increased from 28.8% to 100.0%.
 - Mint-flavored e-cigarette sales decreased by 100.0% (from 51.8 thousand to 0.0 thousand); market share decreased from 43.5% to 0.0%.
 - All other-flavored e-cigarette sales decreased by 100.0% (from 18.6 thousand to 0.0 thousand); market share decreased from 15.6% to 0.0%.

Figure 32. Rhode Island E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA’s Flavor Enforcement Policy

- Following FDA’s flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices increased by 5.8% (from 7.9 thousand to 8.4 thousand); market share decreased from 9.5% to 8.7%.
 - Sales of prefilled cartridges increased by 17.2% (from 75.2 thousand to 88.2 thousand); market share increased from 90.5% to 91.3%.

**Figure 33. Rhode Island E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates
1/2017 – 6/2021**

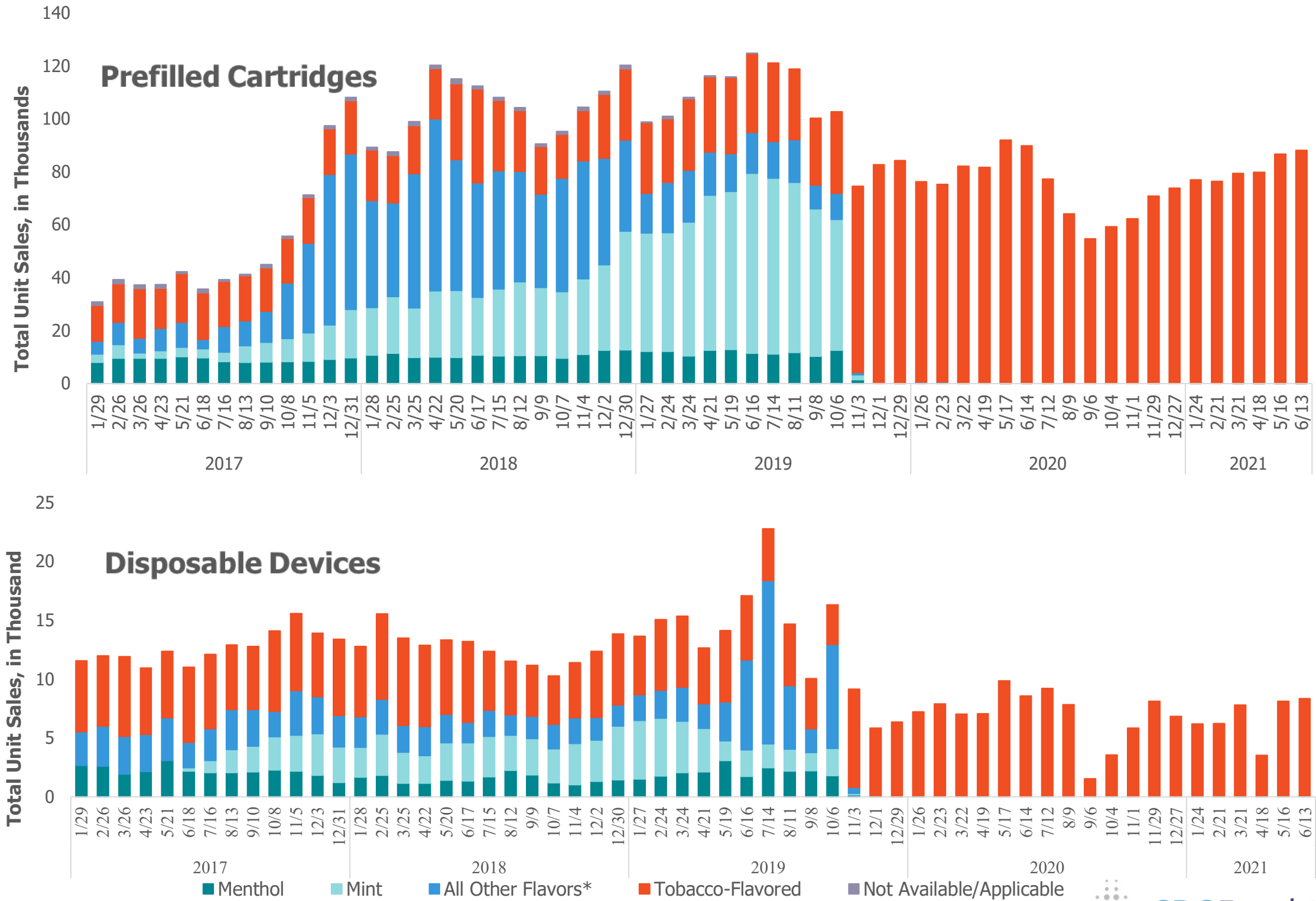
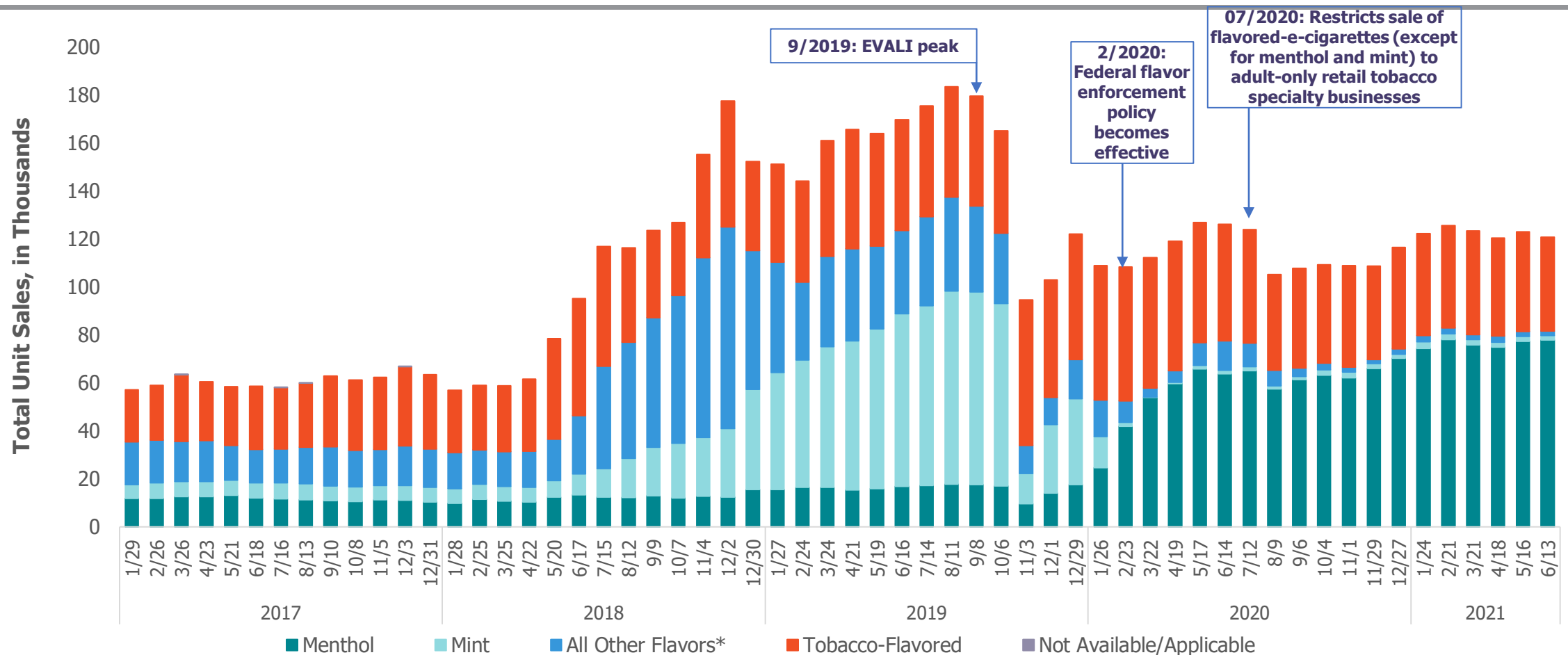


Figure 34. Utah E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*

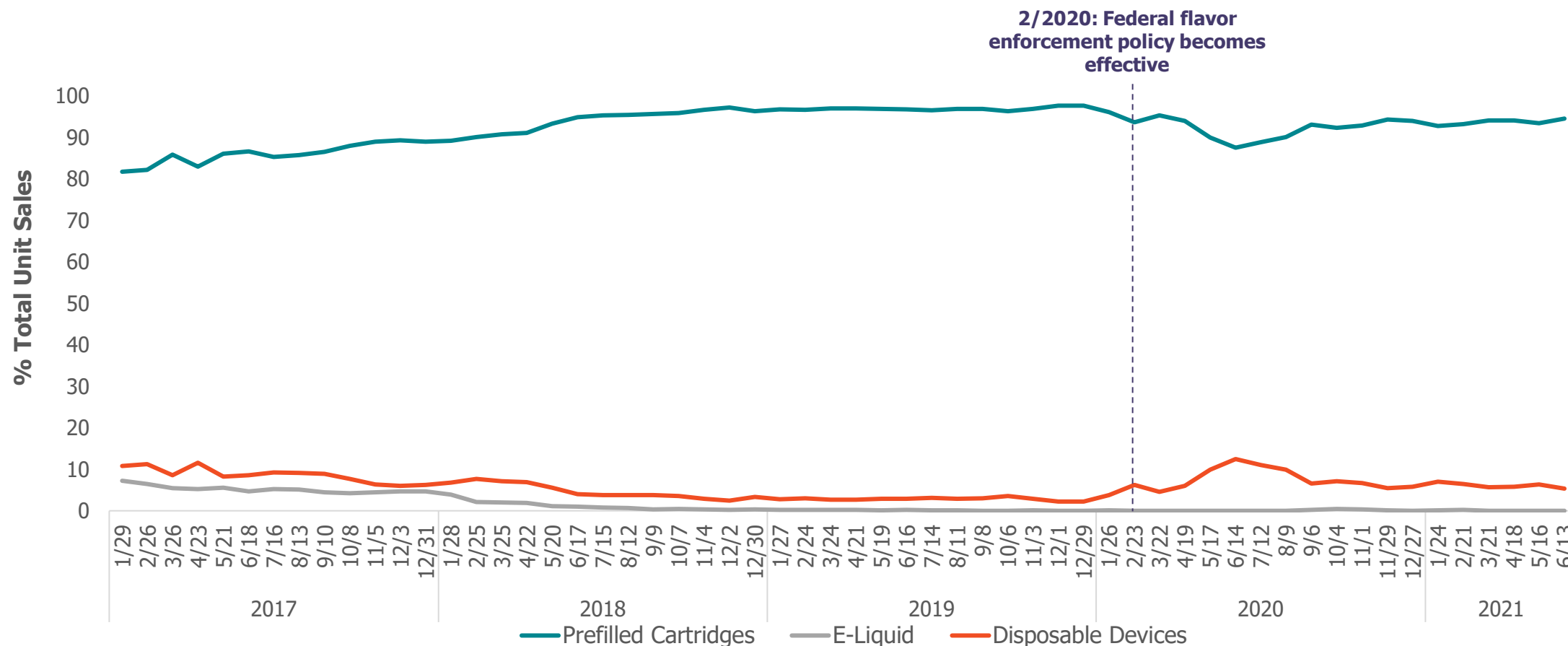


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Trends of Unit Sales by Flavor Following FDA’s Flavor Enforcement Policy

- From February 23, 2020 to June 13, 2021, monthly e-cigarette unit sales increased by 11.4% to 120.8 thousand units.
- From February 23, 2020 to June 13, 2021:
 - Menthol-flavored e-cigarette sales increased by 86.0% (from 41.9 thousand to 77.9 thousand); market share increased from 38.6% to 64.5%.
 - Tobacco-flavored e-cigarette sales decreased by 30.0% (from 55.9 thousand to 39.2 thousand); market share decreased from 51.6% to 32.4%.
 - Mint-flavored e-cigarette sales increased by 9.8% (from 1.8 thousand to 2.0 thousand); market share decreased from 1.7% to 1.6%.
 - All other-flavored e-cigarette sales decreased by 80.4% (from 8.8 thousand to 1.7 thousand); market share decreased from 8.2% to 1.4%.

Figure 35. Utah E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA’s Flavor Enforcement Policy

- Following FDA’s flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices decreased by 3.2% (from 6.8 thousand to 6.6 thousand); market share decreased from 6.3% to 5.4%.
 - Sales of prefilled cartridges increased by 12.4% (from 101.6 thousand to 114.2 thousand); market share increased from 93.7% to 94.5%.

Figure 36. Utah E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2017 – 6/2021

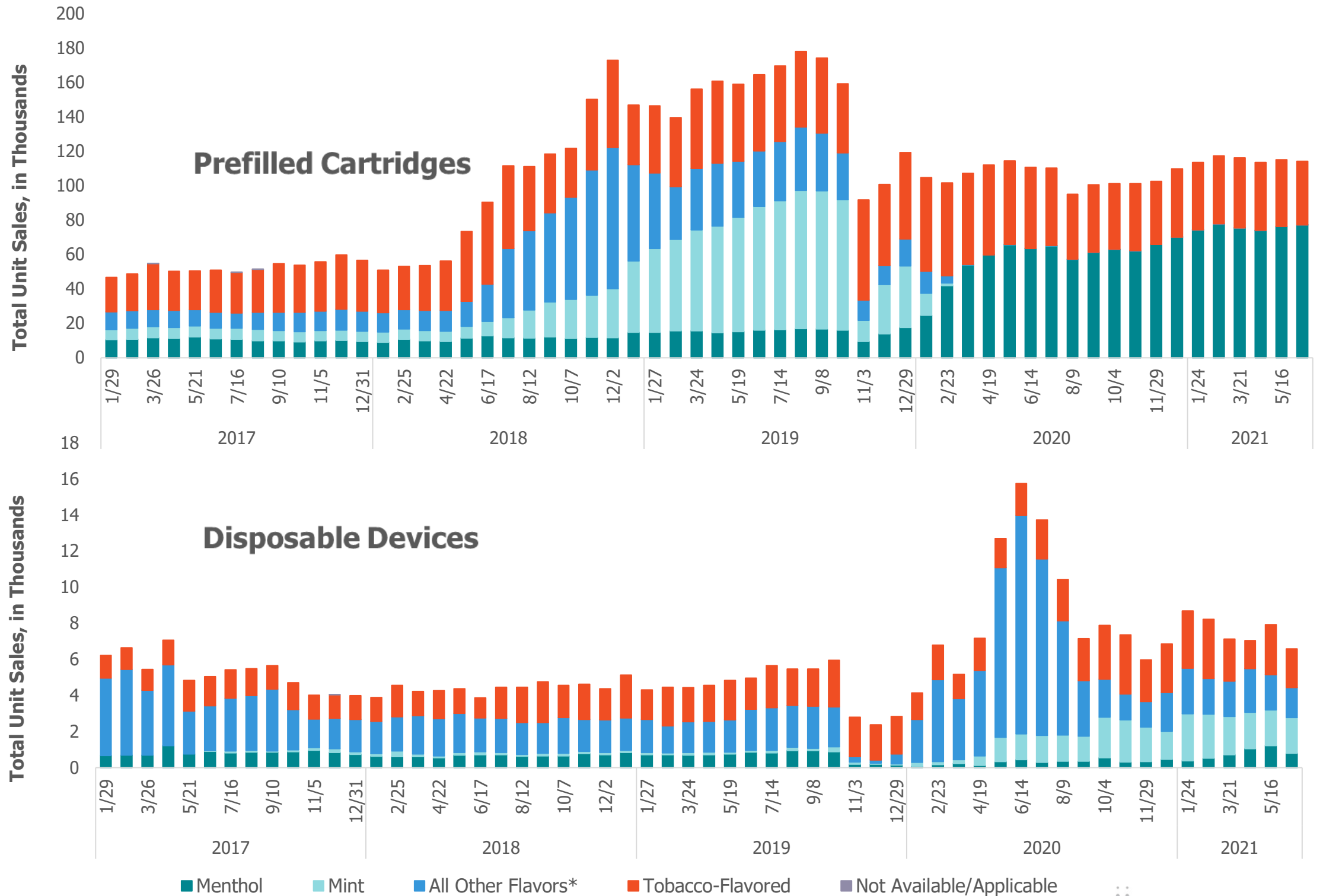
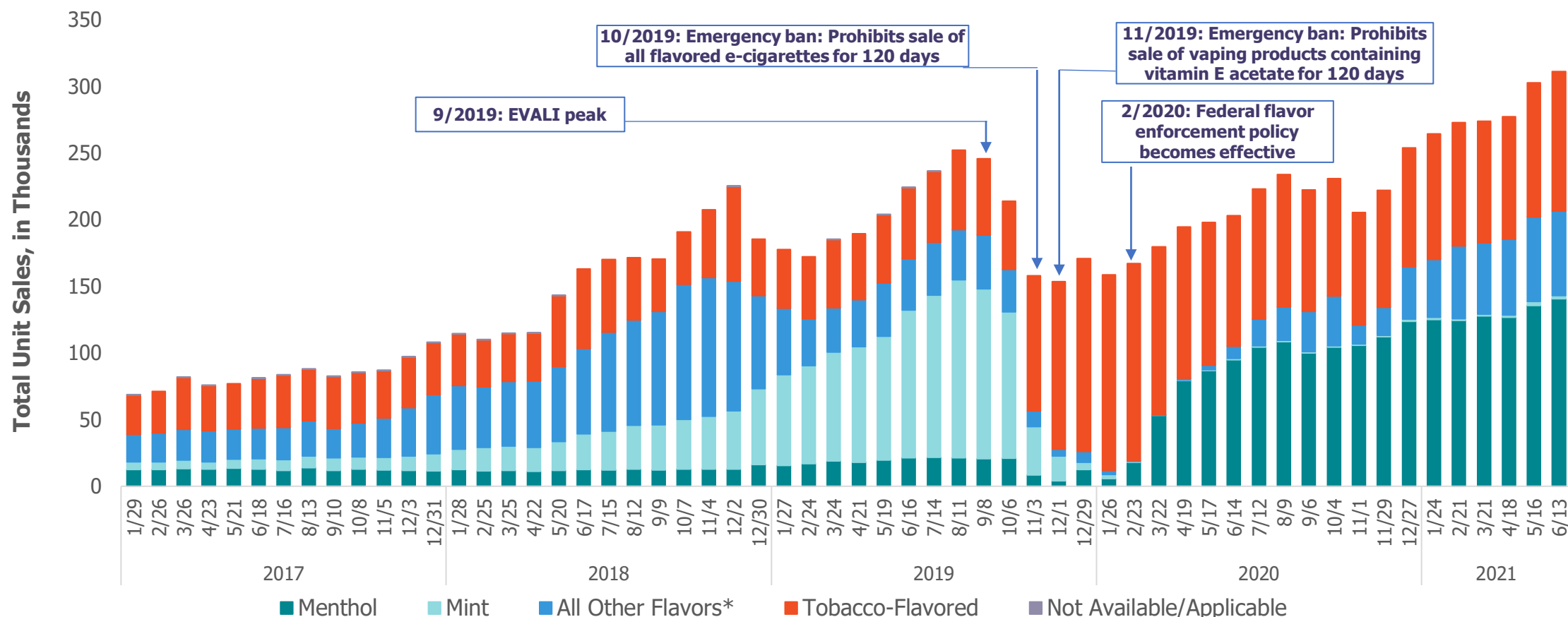


Figure 37. Washington E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

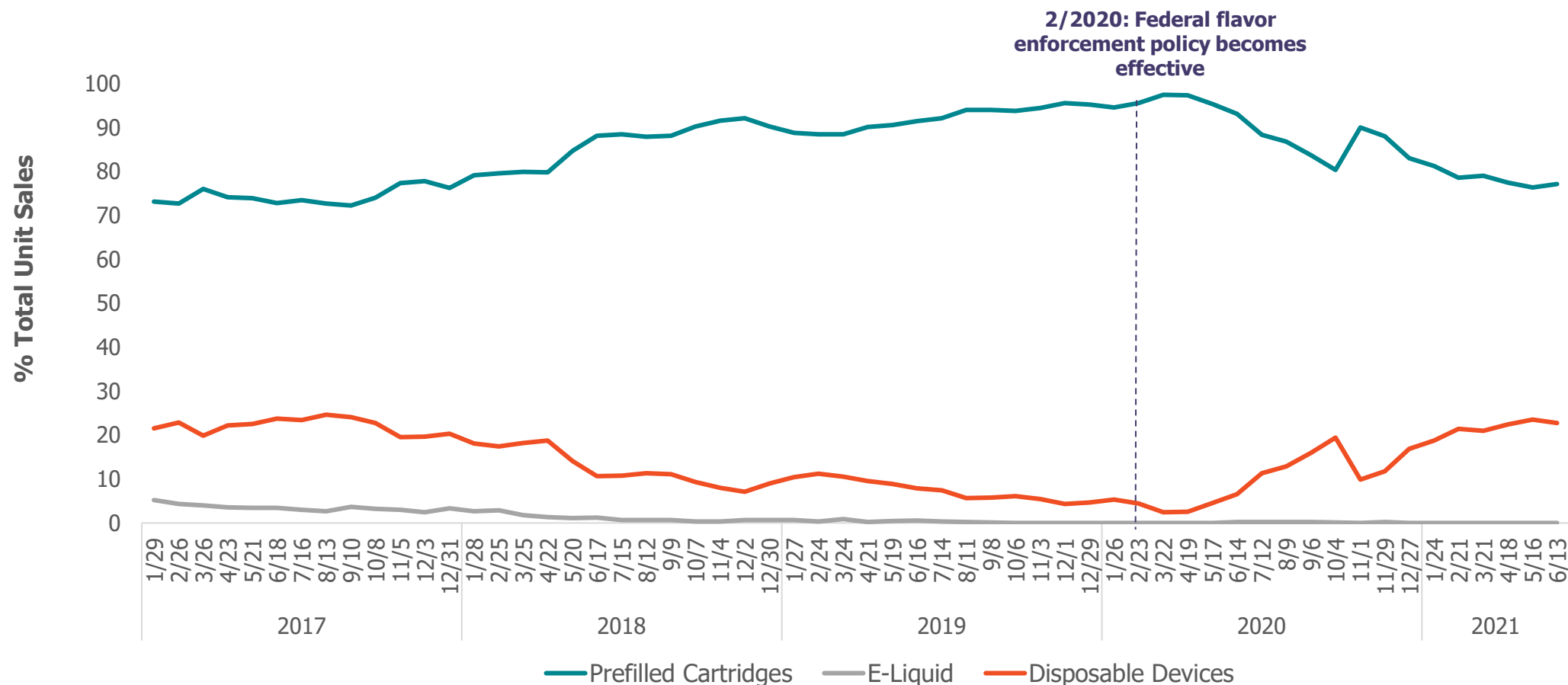
Trends of Unit Sales by Flavor (10/6/19 - 01/26/20)

- Following Washington's flavored e-cigarette restriction, monthly e-cigarette total unit sales decreased by 25.8% from October 6, 2019 to January 26, 2020 (from 214.0 thousand to 158.7 thousand).

Trends of Unit Sales by Flavor (02/23/20 - 6/13/21)

- Monthly e-cigarette total unit sales increased by 86.2% from February 23, 2020 to June 13, 2021 (from 167.2 thousand to 311.2 thousand).
- From February 23, 2020 to June 13, 2021:
 - Menthol-flavored e-cigarette sales increased by 683.9% (from 18.0 thousand to 140.7 thousand); market share increased from 10.7% to 45.2%.
 - Tobacco-flavored e-cigarette sales decreased by 29.2% (from 148.0 thousand to 104.7 thousand); market share decreased from 88.5% to 33.7%.
 - Mint-flavored e-cigarette sales increased by 335.5% (from 0.5 thousand to 2.2 thousand); market share increased from 0.3% to 0.7%.
 - All other-flavored e-cigarette sales increased by 8950.6% (from 0.7 thousand to 63.6 thousand); market share increased from 0.4% to 20.4%.

Figure 38. Washington E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2017 – 6/2021*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Following FDA’s Flavor Enforcement Policy

- Following FDA’s flavor enforcement policy, which prohibited the sale of flavored prefilled cartridges but exempted disposable devices and menthol and tobacco prefilled cartridges, between February 23, 2020 and June 13, 2021:
 - Sales of disposable devices increased by 860.1% (from 7.4 thousand to 71.0 thousand); market share increased from 4.4% to 22.8%.
 - Sales of prefilled cartridges increased by 50.4% (from 159.8 thousand to 240.2 thousand); market share decreased from 95.6% to 77.2%.

Figure 39. Washington E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2017 – 6/2021

