

Monitoring Sales: State Trends

This data brief highlights trends in e-cigarette unit sales in selected states. Data is presented from February 2019 to June 2024.

Notice of Updated Format and Revision to Previous Data Estimates

- In conjunction with the forthcoming release of our new project website – Tobacco Monitoring – this brief has an updated layout and color scheme.
- The data in this brief have been updated to capture new e-cigarette products coded by IRI. Historical sales estimates may differ from previous briefs.

Federal Flavor Regulatory Initiatives

- In February 2020, FDA began prioritizing enforcement of existing regulations against prefilled e-cigarette cartridges in flavors other than tobacco and menthol. This prioritization did not apply to e-liquid bottles or single use disposable e-cigarettes
- FDA began issuing marketing denial orders for flavored e-cigarette products as of September 9, 2021.
- On April 15, 2022, FDA was granted authority to regulate products containing nicotine from any source, including synthetic nicotine produced in a laboratory.

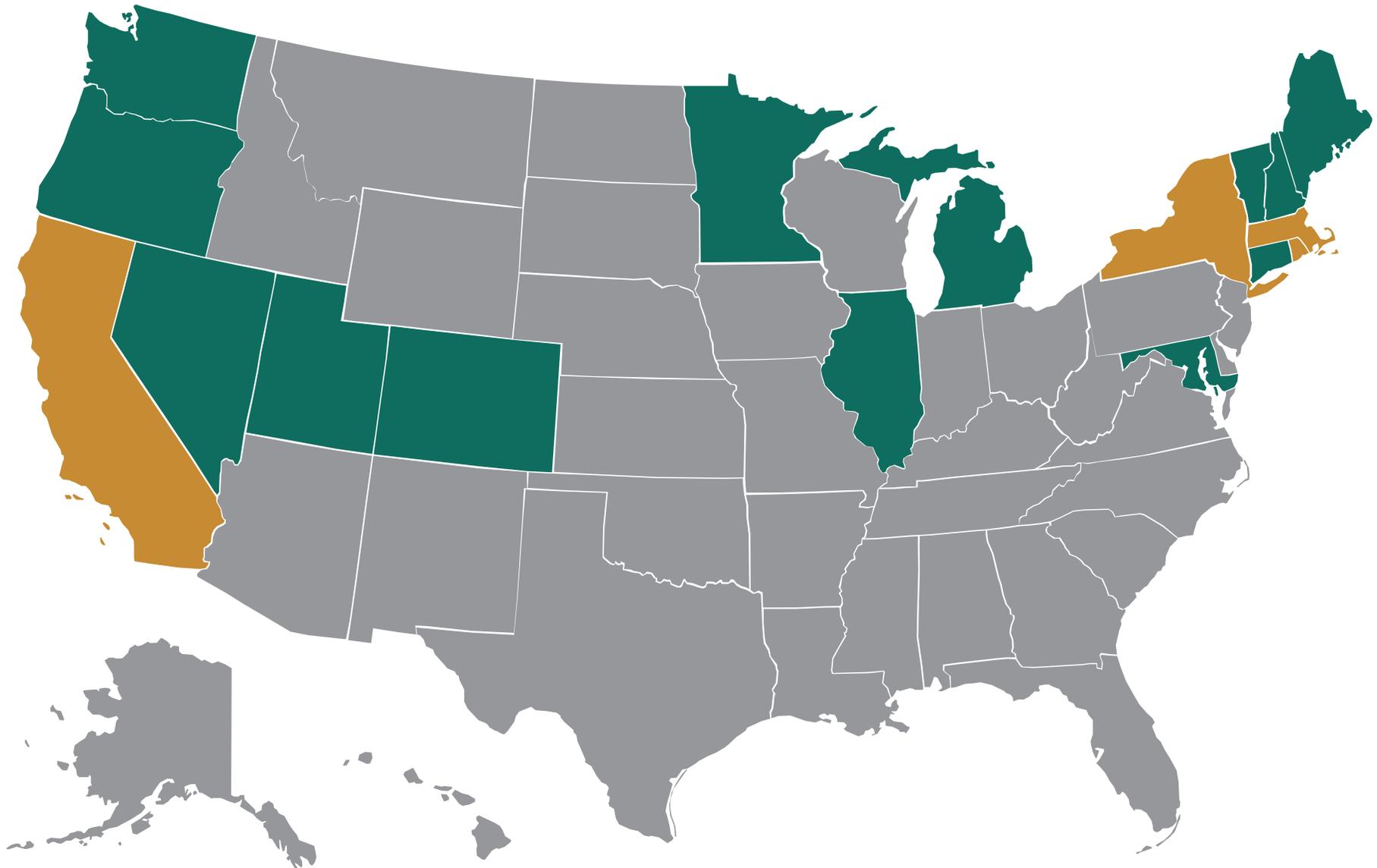
Other Relevant Issues

- During the period covered by this brief, additional flavored tobacco products continued to be marketed, such as flavored cigars; or entered the market, such as nicotine pouches.
- Units of e-cigarettes are not adjusted to account for variations in unit size. Large-format disposable e-cigarettes that allow for thousands of “puffs” are now available. Declines in unit sales may not signify declines in prevalence of use or consumption.
- Following California’s prohibition of flavored tobacco product sales in December 2022, sales of products branded as clear, clear ice, and unflavored, likely containing non-menthol synthetic cooling agents, increased (e.g., Flum Pebble Clear, EB Design BC5000 Clear). These products are categorized as Clear/Other Cooling for the purposes of this data brief.
- The e-cigarette or vaping product use-associated lung injury (EVALI) outbreak in late 2019 and COVID-19 pandemic may have affected e-cigarette sales.

State and Local Legislative Initiatives

- As of June 2024, five states (Massachusetts, New York, New Jersey, Rhode Island, and California) have passed laws prohibiting the sale of all non-tobacco flavored e-cigarettes. In June 2024, menthol e-cigarettes were exempted from Rhode Island’s law and will be allowed for sale beginning January 2025. Two states (Maryland, Utah) restrict the sale of some flavored e-cigarettes. In addition, over 380 local jurisdictions enacted laws that restrict the sale of flavored e-cigarettes.
- More information about state and local policies can be found on the [Truth Initiative’s website](#).

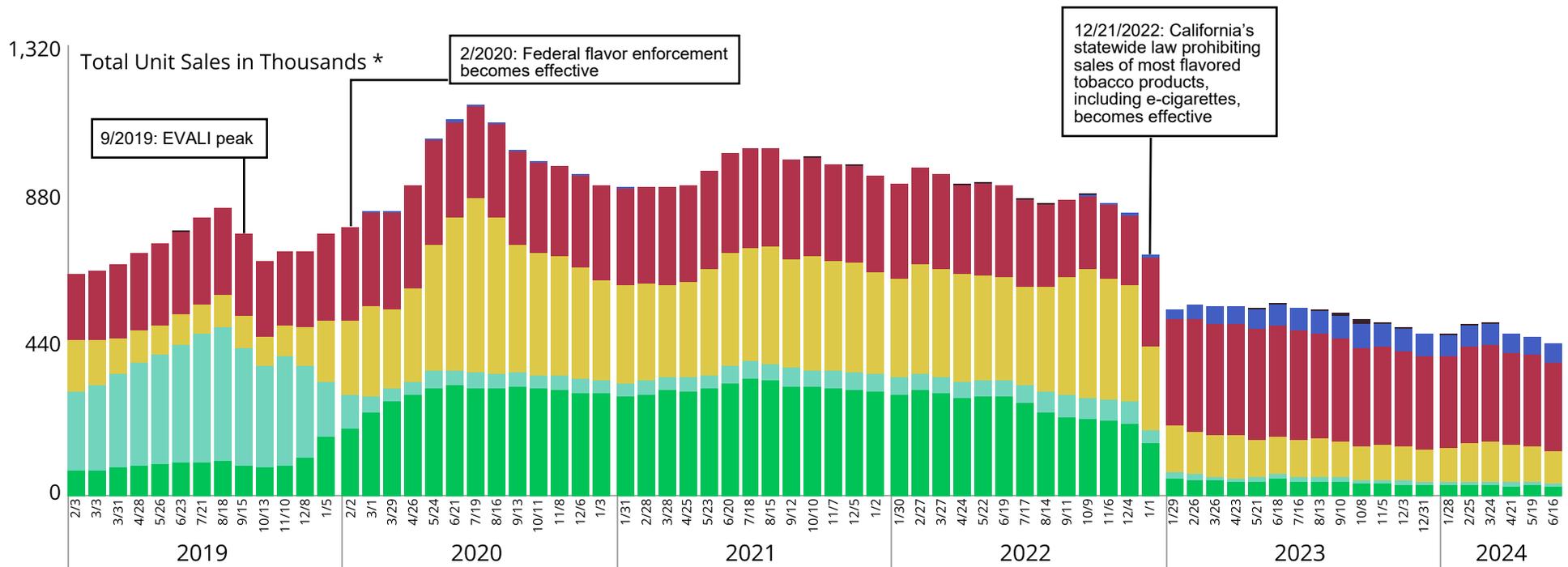
States Presented in the Data Brief



- States included in this data brief (Rest of Available States)
 - States included in this data brief (Comprehensive Statewide E-Cigarette Flavor Policy)
- *Data not available for all states with flavor policies (i.e., New Jersey)

Figure 1. California E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five pre-filled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Trends of Unit Sales by Flavor Following California’s Flavored E-cigarette Restriction

From 12/4/2022 to 6/16/2024, unless otherwise specified

Following California’s implementation of flavored tobacco restrictions, monthly e-cigarette total unit sales decreased from 831.3 thousand to 449.2 thousand (-46.0%).

California’s decline in e-cigarette sales between December 2022 and 6/16/2024 represents 13.6% (i.e., 382 thousand units out of 2803.4 thousand units) of the decline in national e-cigarette sales that occurred during this period.

Tobacco-flavored e-cigarette sales increased from 206.2 thousand to 262.4 thousand (+27.2%); unit share increased from 24.8% to 58.4%.

Non-Tobacco-flavored e-cigarette sales decreased from 623.7 thousand to 186.0 thousand (-70.2%); unit share decreased from 75.0% to 41.4%.

Menthol-flavored e-cigarette sales decreased from 211.8 thousand to 28.9 thousand (-86.3%); unit share decreased from 25.5% to 6.4%.

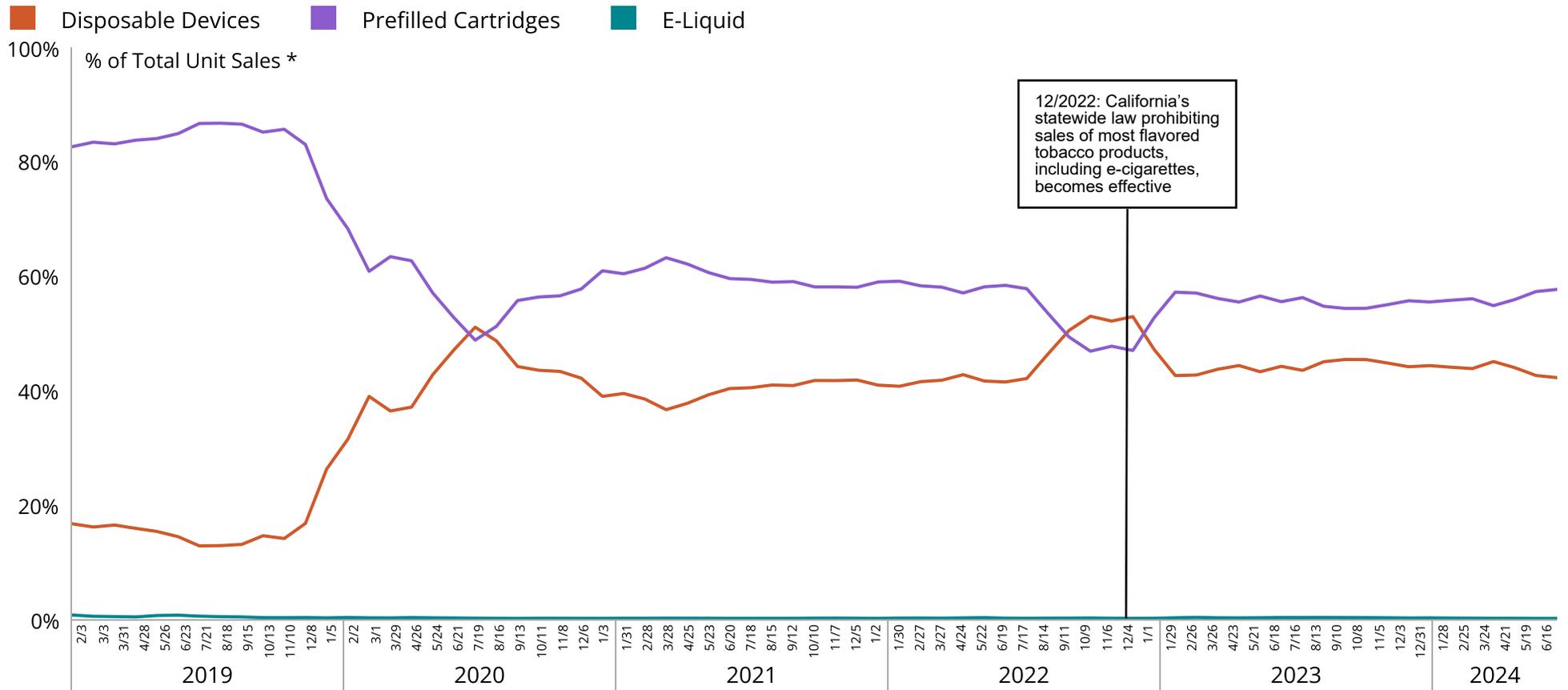
Mint-flavored e-cigarette sales decreased from 64.7 thousand to 10.5 thousand (-83.7%); unit share decreased from 7.8% to 2.3%.

All other-flavored e-cigarette sales decreased from 339.6 thousand to 91.3 thousand (-73.1%); unit share decreased from 40.9% to 20.3%.

All clear/other cooling flavored e-cigarette sales increased from 7.5 thousand to 55.3 thousand (+635.1%); unit share increased from 0.9% to 12.3%.

As of 6/16/2024, disposable e-cigarettes represent 92.2% of sales of prohibited flavored e-cigarettes in California.

Figure 2. California E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

Trends of Unit Sales by Product Type Following California's Flavored E-cigarette Restriction

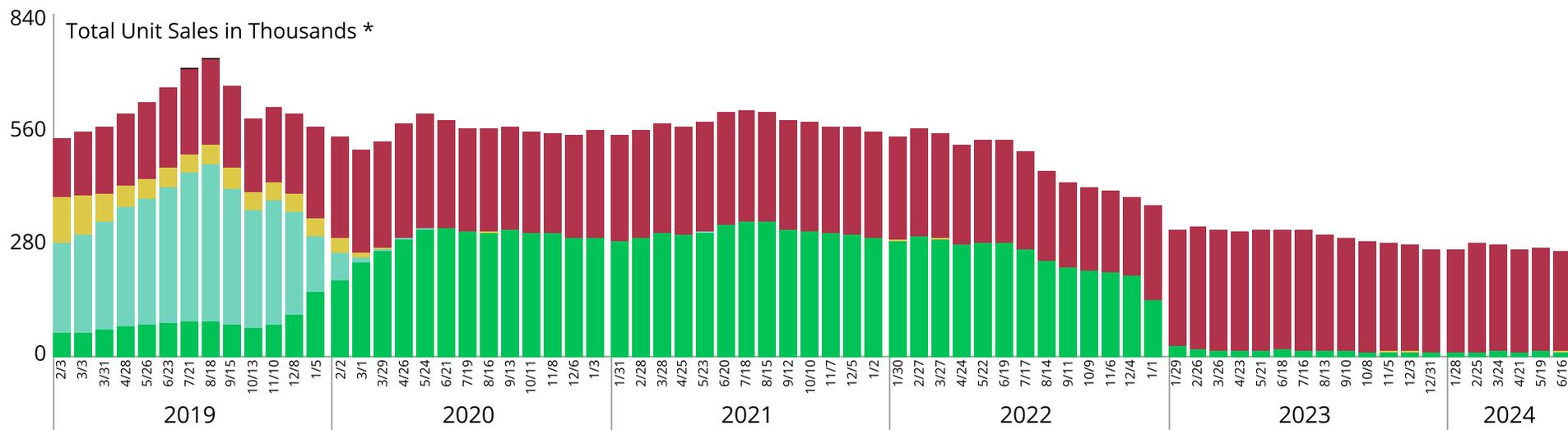
From 12/4/2022 to 6/16/2024, unless otherwise specified

- Unit share of disposable devices decreased from 52.9% to 42.2%.
- Unit share of prefilled cartridges increased from 47.0% to 57.6%.

Figure 3. California E-Cigarette Unit Sales by Product Type and Flavor

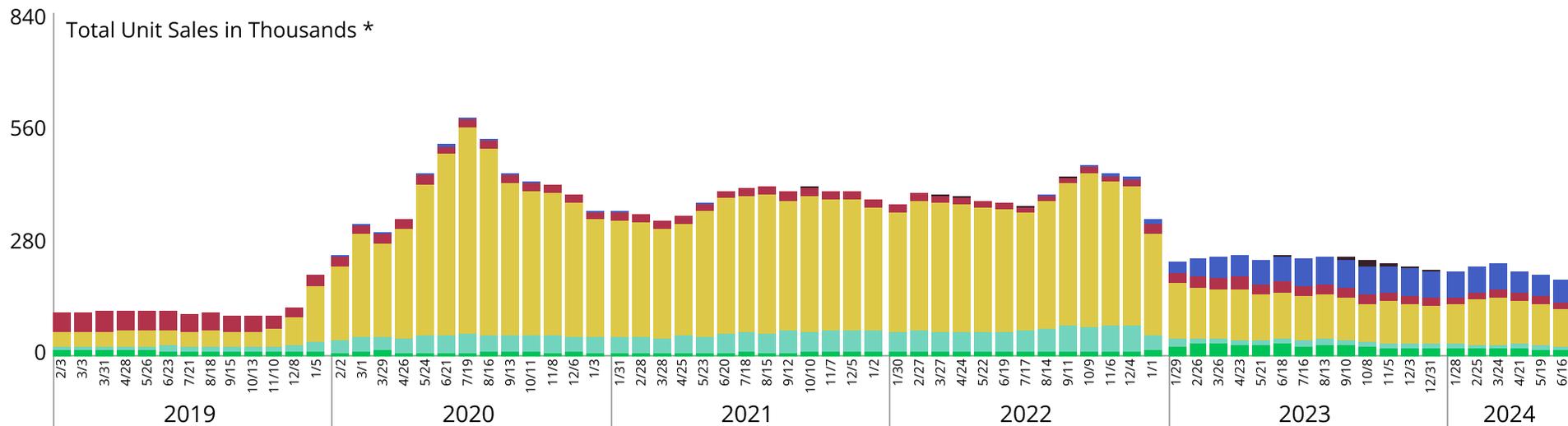
Prefilled Cartridges

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



Disposable Devices

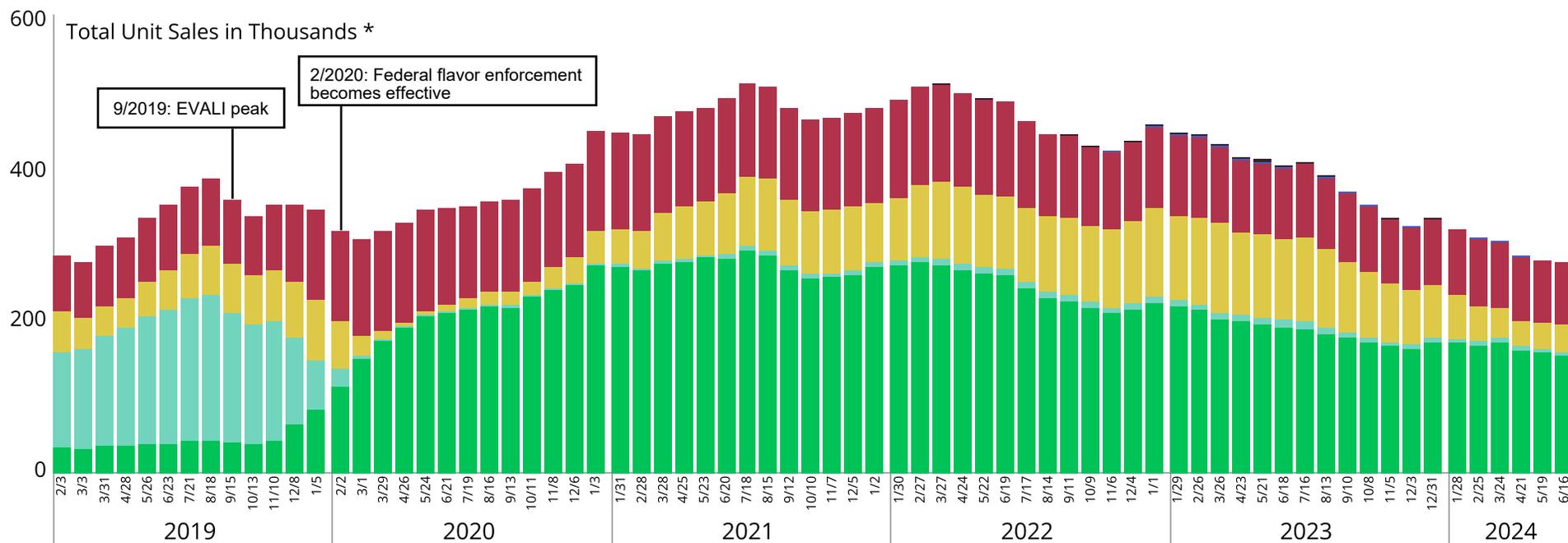
■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 4. Colorado E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following FDA’s flavor enforcement policy, monthly e-cigarette total unit sales decreased from 317.3 thousand to 276.7 thousand (-12.8%).

Tobacco-flavored e-cigarette sales decreased from 117.8 thousand to 81.2 thousand (-31.1%); unit share decreased from 37.1% to 29.3%.

Non-Tobacco-flavored e-cigarette sales decreased from 199.5 thousand to 194.8 thousand (-2.3%); unit share increased from 62.9% to 70.4%.

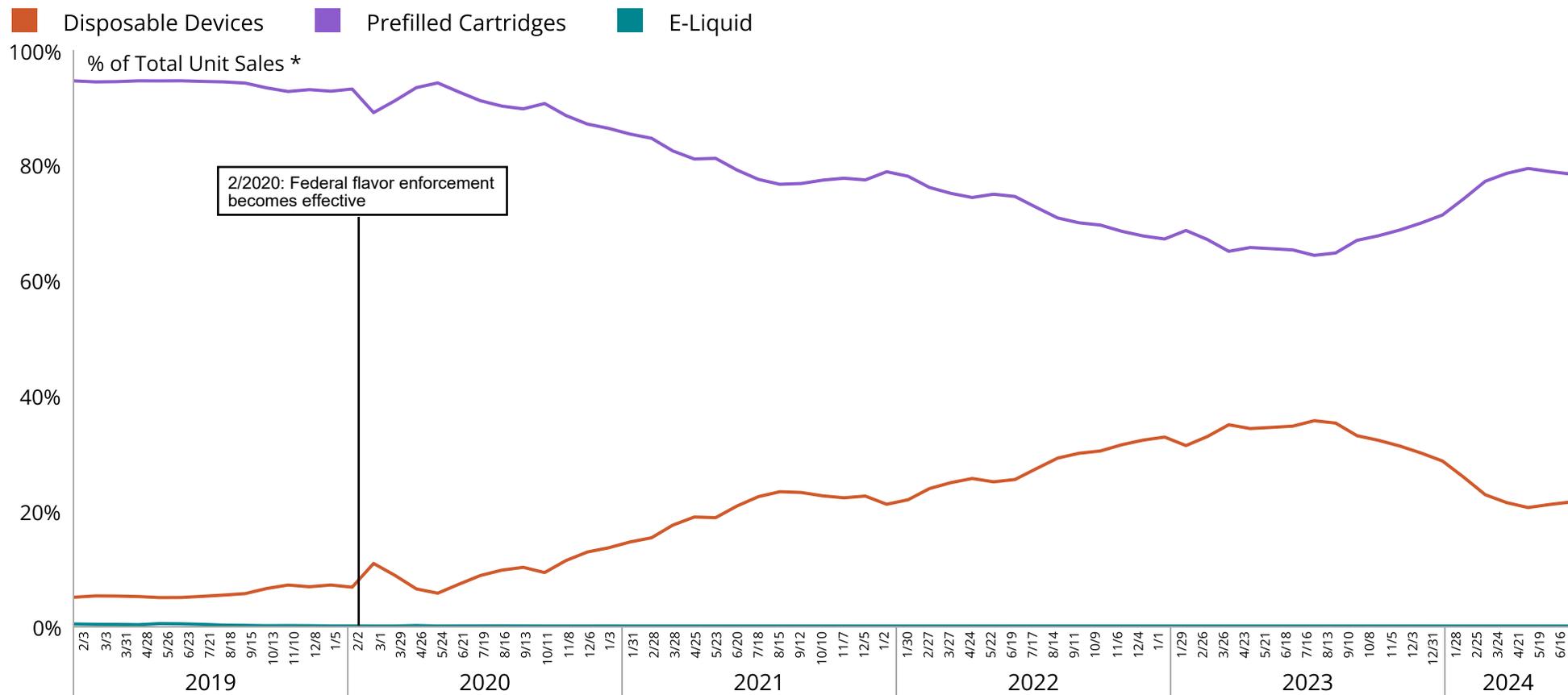
Menthol-flavored e-cigarette sales increased from 112.7 thousand to 154.1 thousand (+36.7%); unit share increased from 35.5% to 55.7%.

Mint-flavored e-cigarette sales decreased from 24.7 thousand to 4.4 thousand (-82.2%); unit share decreased from 7.8% to 1.6%.

All other-flavored e-cigarette sales decreased from 62.1 thousand to 36.0 thousand (-42.1%); unit share decreased from 19.6% to 13.0%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarette sales decreased from 1.1 thousand to 0.4 thousand (-62.3%); unit share decreased from 0.3% to 0.1%.

Figure 5. Colorado E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

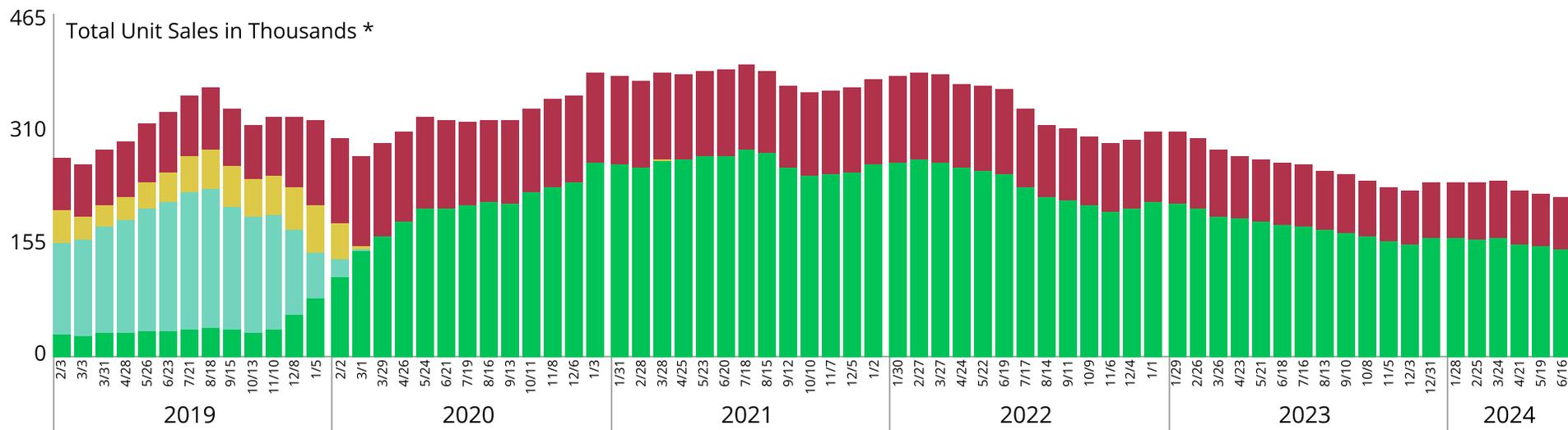
From 2/2/2020 to 6/16/2024, unless otherwise specified

- Unit share of disposable devices increased from 6.7% to 21.5%.
- Unit share of prefilled cartridges decreased from 93.2% to 78.5%.

Figure 6. Colorado E-Cigarette Unit Sales by Product Type and Flavor

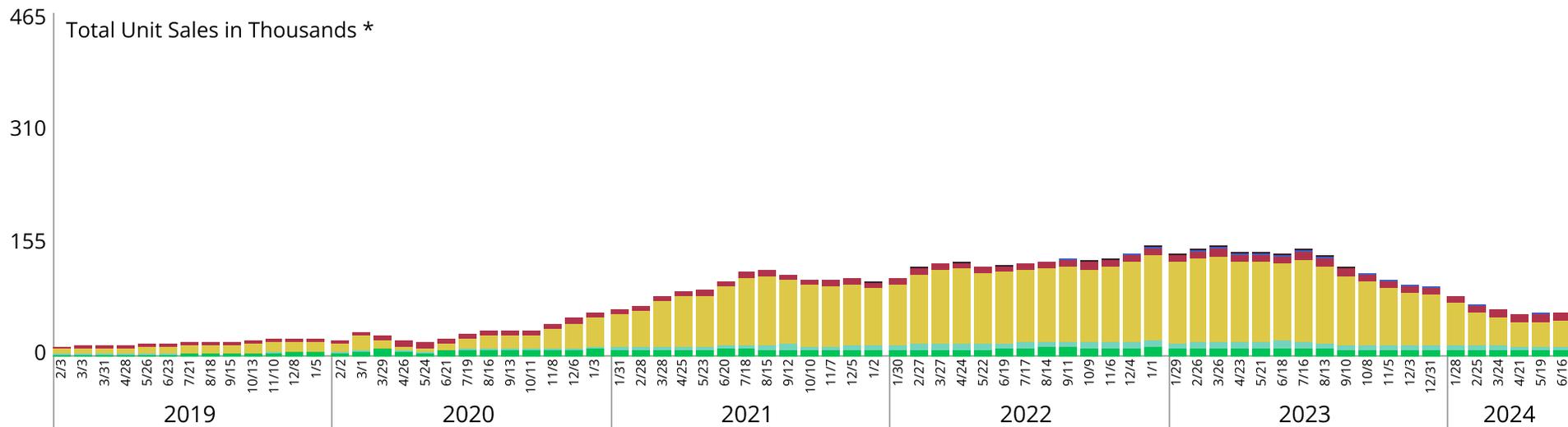
Prefilled Cartridges

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



Disposable Devices

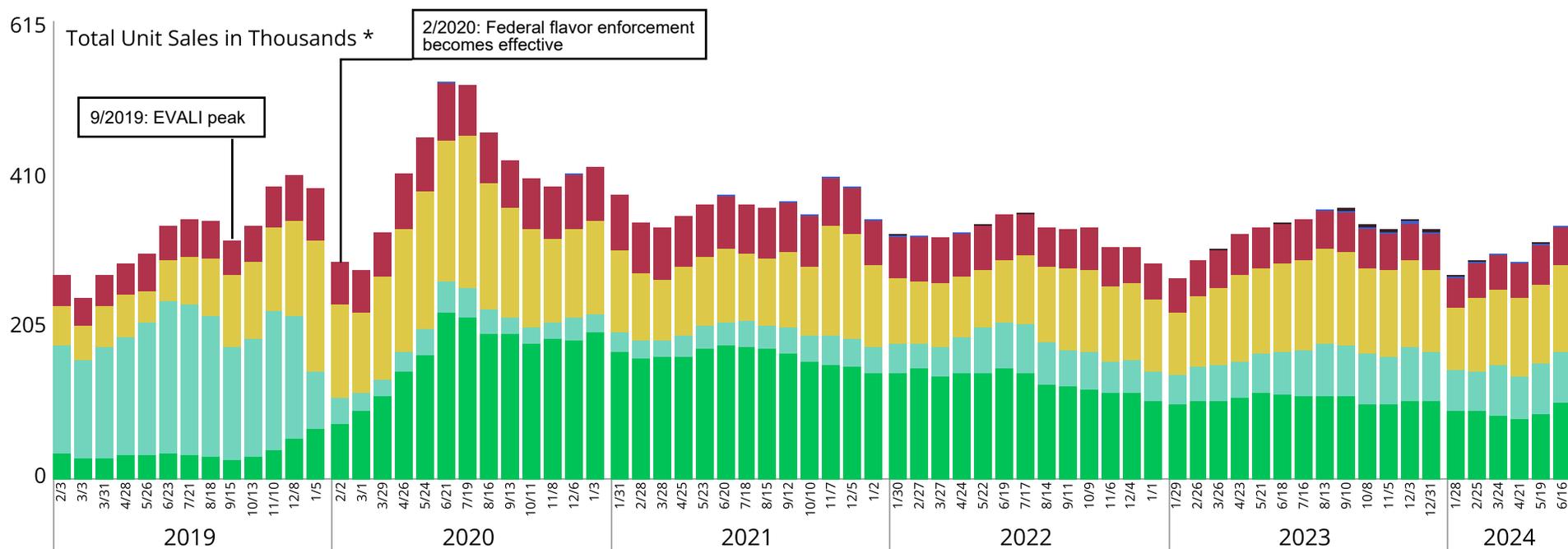
■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 7. Connecticut E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following FDA’s flavor enforcement policy, monthly e-cigarette total unit sales increased from 291 thousand to 341.3 thousand (+17.3%).

Tobacco-flavored e-cigarette sales decreased from 56.7 thousand to 49.7 thousand (-12.3%); unit share decreased from 19.5% to 14.6%.

Non-Tobacco-flavored e-cigarette sales increased from 234.3 thousand to 290 thousand (+23.8%); unit share increased from 80.5% to 85.0%.

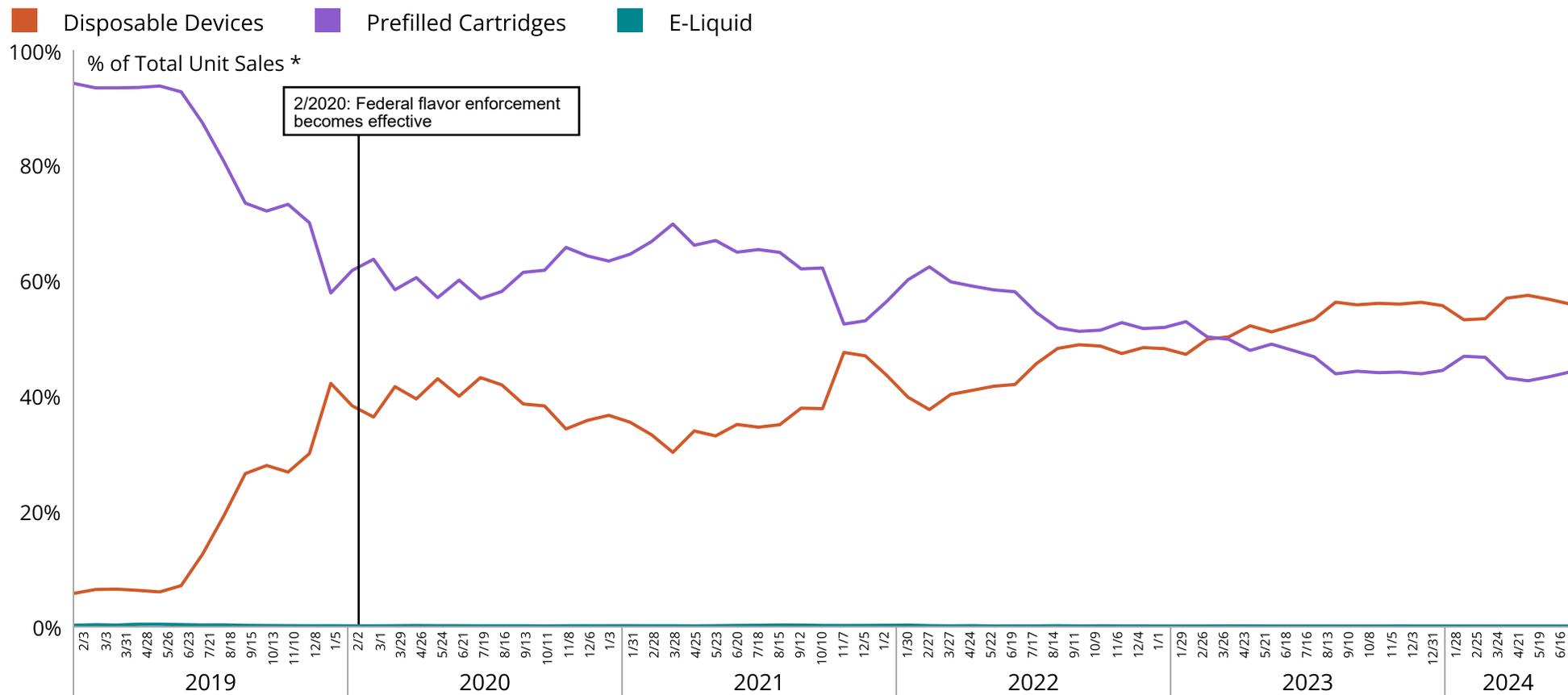
Menthol-flavored e-cigarette sales increased from 74.7 thousand to 103.2 thousand (+38.2%); unit share increased from 25.7% to 30.3%.

Mint-flavored e-cigarette sales increased from 34.3 thousand to 69.0 thousand (+101.4%); unit share increased from 11.8% to 20.2%.

All other-flavored e-cigarette sales decreased from 125.3 thousand to 115.9 thousand (-7.5%); unit share decreased from 43.1% to 34.0%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarette sales increased from 0.2 thousand to 1.9 thousand (+796.7%); unit share increased from 0.1% to 0.6%.

Figure 8. Connecticut E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

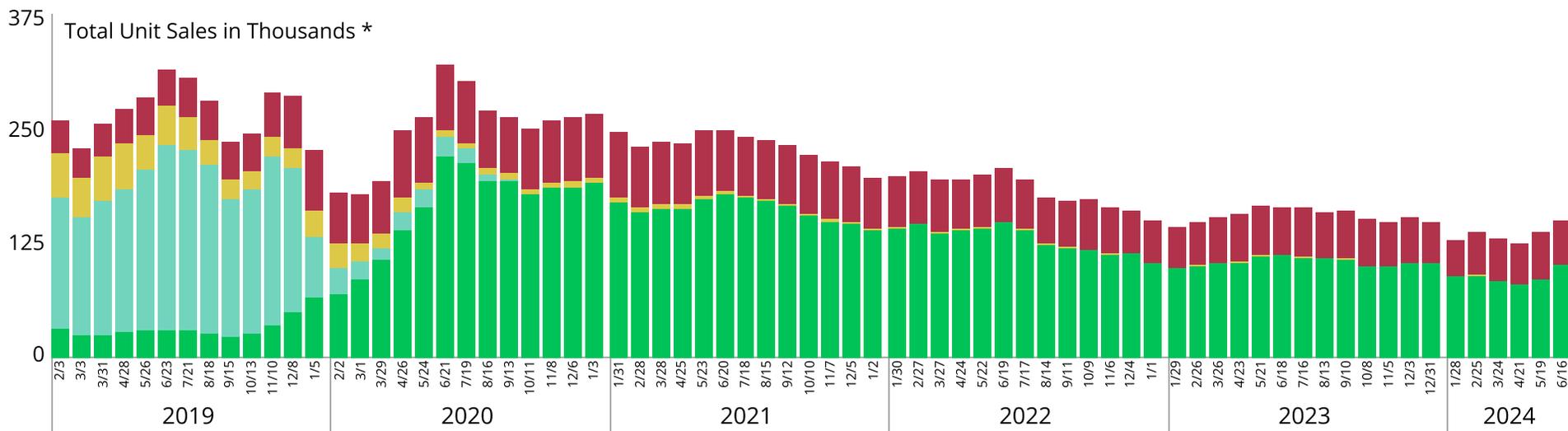
From 2/2/2020 to 6/16/2024, unless otherwise specified

- Unit share of disposable devices increased from 38.2% to 55.9%.
- Unit share of prefilled cartridges decreased from 61.7% to 44.1%.

Figure 9. Connecticut E-Cigarette Unit Sales by Product Type and Flavor

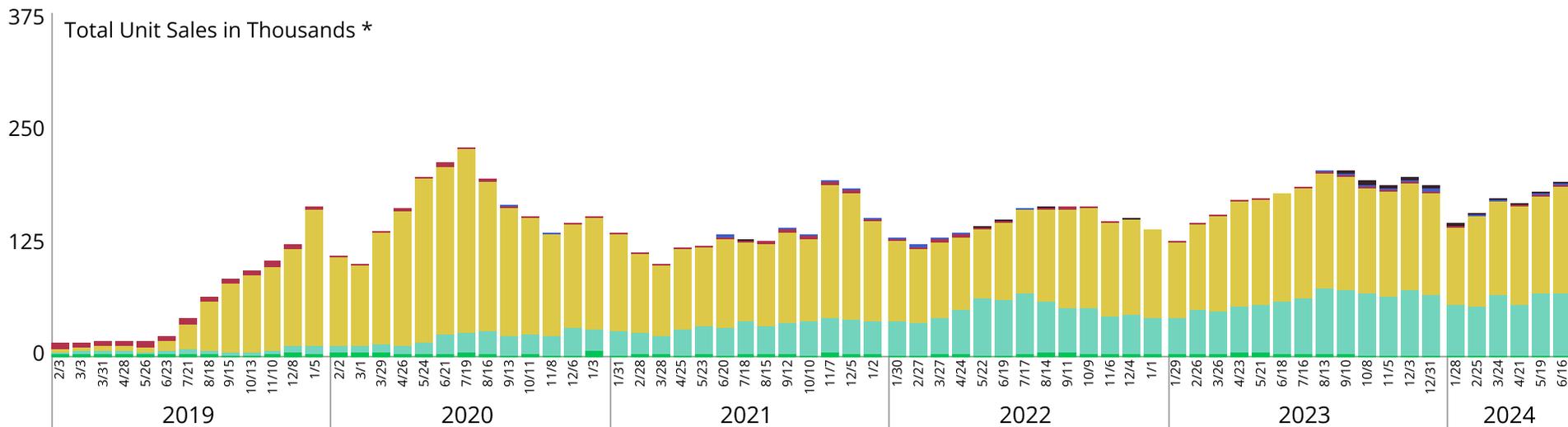
Prefilled Cartridges

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



Disposable Devices

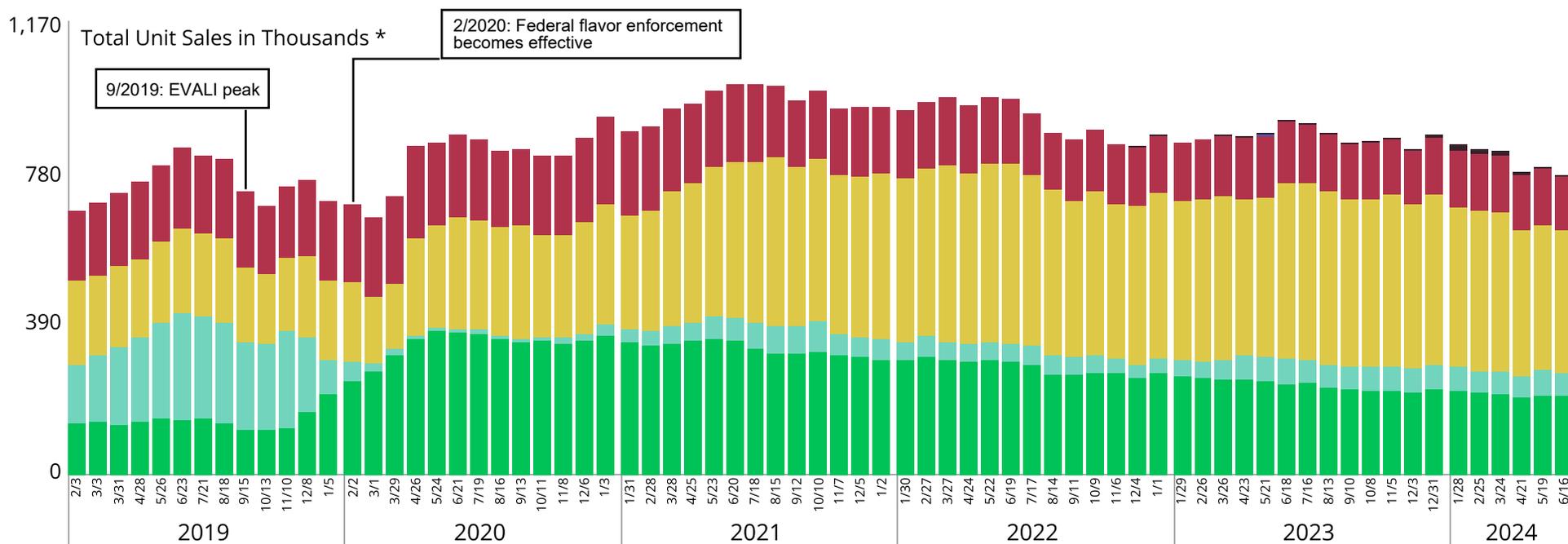
■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 10. Illinois E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following FDA’s flavor enforcement policy, monthly e-cigarette total unit sales increased from 696.3 thousand to 774.5 thousand (+11.2%).

Tobacco-flavored e-cigarette sales decreased from 198.3 thousand to 138.5 thousand (-30.1%); unit share decreased from 28.5% to 17.9%.

Non-Tobacco-flavored e-cigarette sales increased from 498.0 thousand to 631.0 thousand (+26.7%); unit share increased from 71.5% to 81.5%.

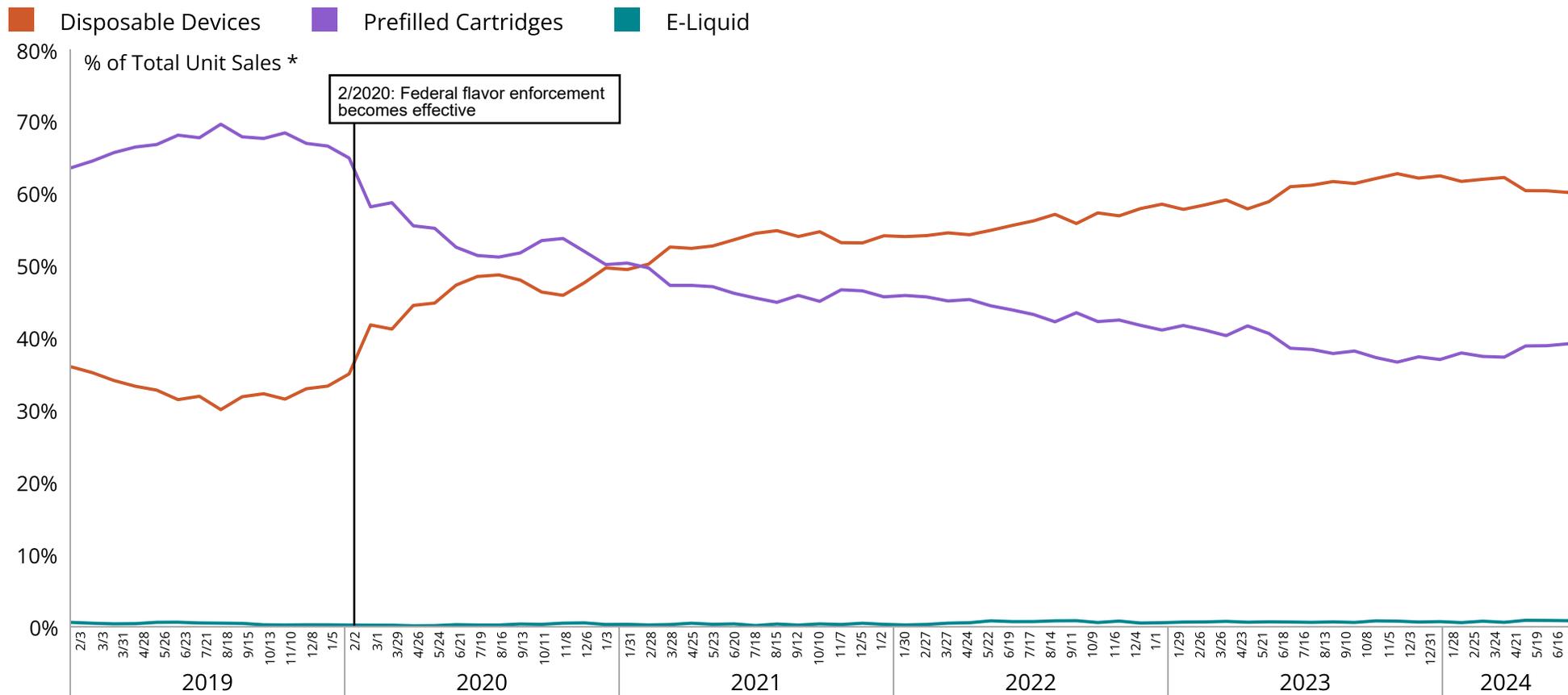
Menthol-flavored e-cigarette sales decreased from 241.0 thousand to 204.4 thousand (-15.2%); unit share decreased from 34.6% to 26.4%.

Mint-flavored e-cigarette sales increased from 50.9 thousand to 60.0 thousand (+17.9%); unit share increased from 7.3% to 7.7%.

All other-flavored e-cigarette sales increased from 206.1 thousand to 366.5 thousand (+77.8%); unit share increased from 29.6% to 47.3%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarette sales increased from 0.0 to 0.1 thousand (+11,854.7%); unit share increased from 0.0% to 0.0%.

Figure 11. Illinois E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

- Unit share of disposable devices increased from 35.0% to 60.1%.
- Unit share of prefilled cartridges decreased from 64.9% to 39.1%.

Figure 12. Illinois E-Cigarette Unit Sales by Product Type and Flavor

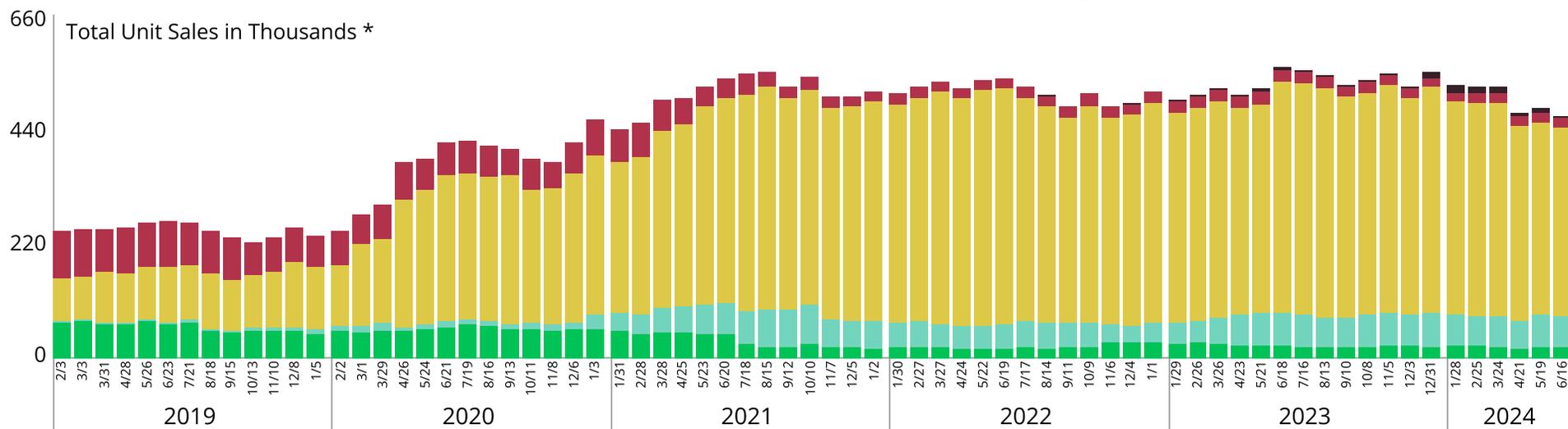
Prefilled Cartridges

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



Disposable Devices

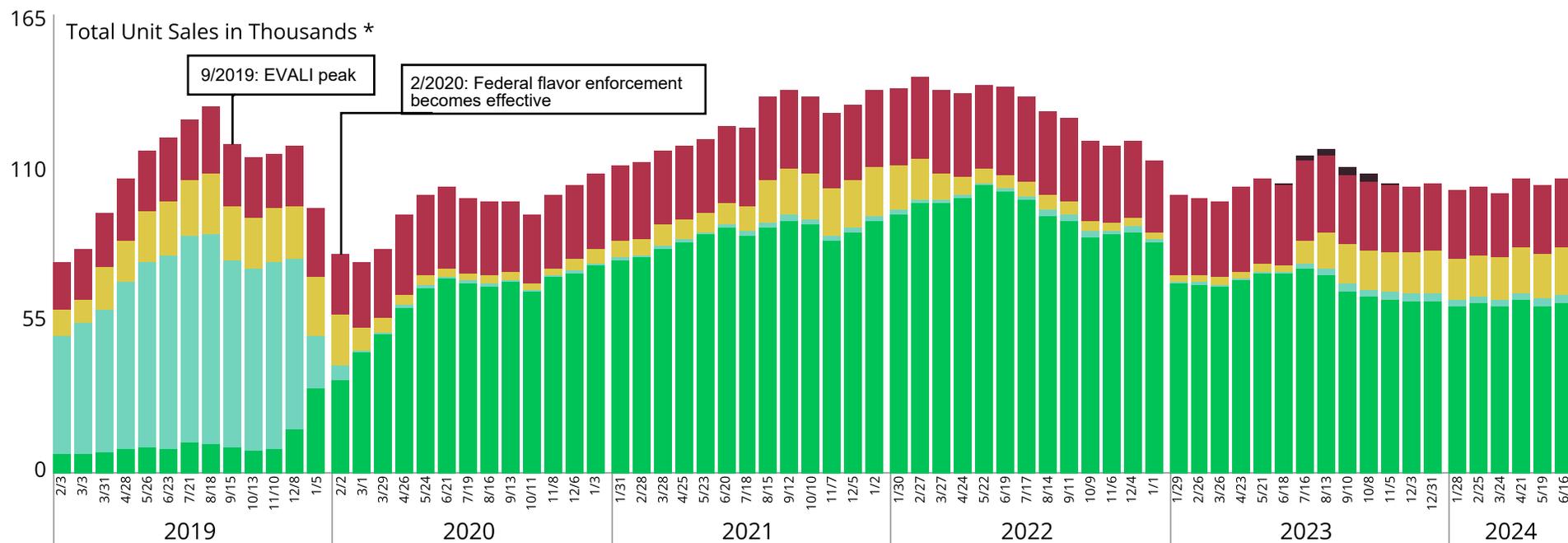
■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 13. Maine E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following FDA’s flavor enforcement policy, monthly e-cigarette total unit sales increased from 78.9 thousand to 106.2 thousand (+34.6%).

Tobacco-flavored e-cigarette sales increased from 21.6 thousand to 24.6 thousand (+13.6%); unit share decreased from 27.4% to 23.1%.

Non-Tobacco-flavored e-cigarette sales increased from 57.3 thousand to 81.6 thousand (+42.4%); unit share increased from 72.6% to 76.8%.

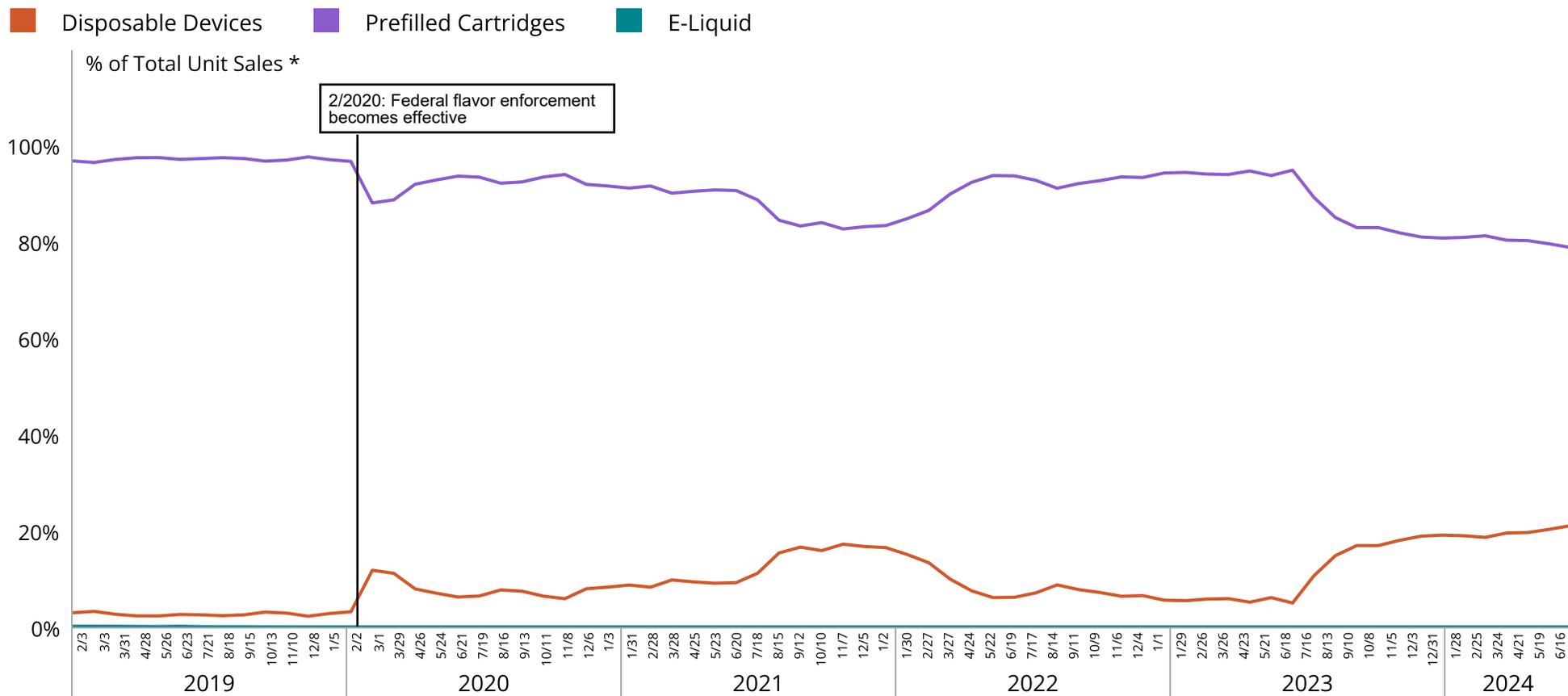
Menthol-flavored e-cigarette sales increased from 33.7 thousand to 61.3 thousand (+81.9%); unit share increased from 42.7% to 57.7%.

Mint-flavored e-cigarette sales decreased from 5.2 thousand to 2.9 thousand (-43.1%); unit share decreased from 6.5% to 2.8%.

All other-flavored e-cigarette sales decreased from 18.4 thousand to 17.4 thousand (-5.7%); unit share decreased from 23.4% to 16.4%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarettes had no sales.

Figure 14. Maine E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

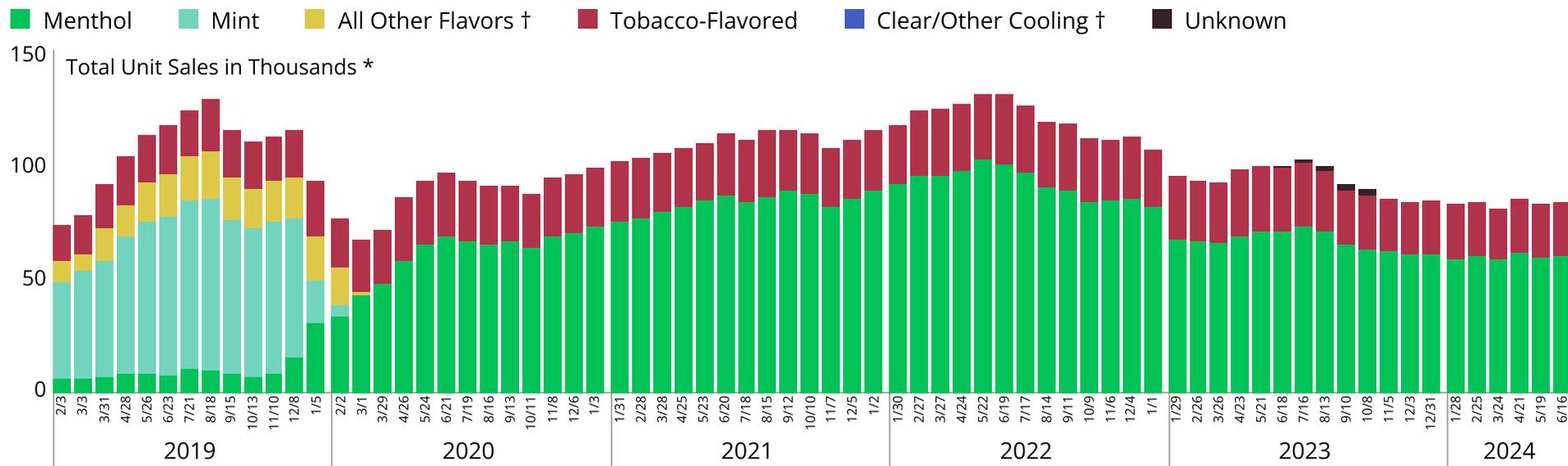
Trends of Unit Sales by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 6/16/2024, unless otherwise specified

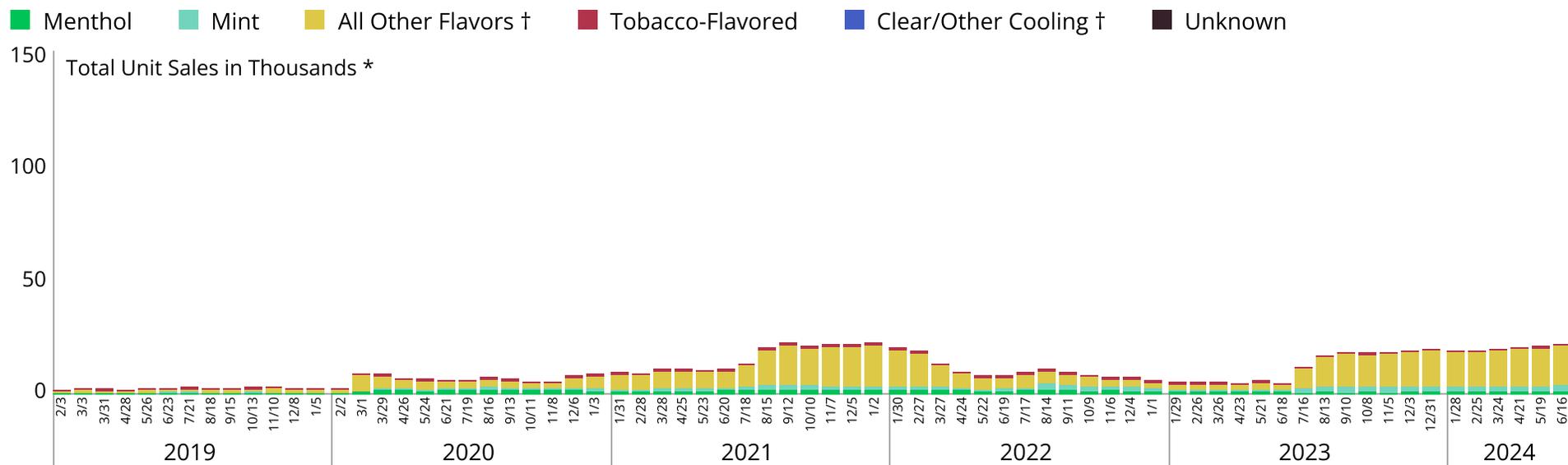
- Unit share of disposable devices increased from 3.2% to 21.1%.
- Unit share of prefilled cartridges decreased from 96.8% to 78.9%.

Figure 15. Maine E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



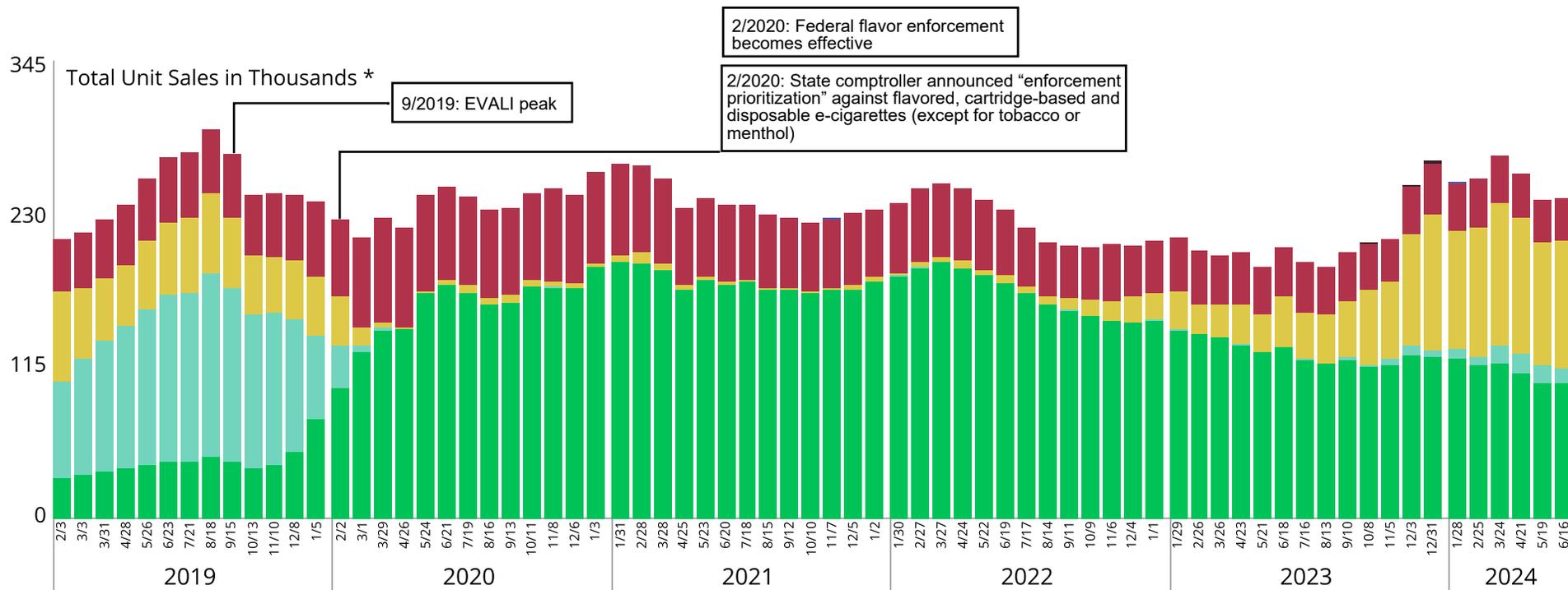
Disposable Devices



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 16. Maryland E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following FDA’s flavor enforcement policy, monthly e-cigarette total unit sales increased from 225.8 thousand to 241.5 thousand (+6.9%).

Tobacco-flavored e-cigarette sales decreased from 58.7 thousand to 32.1 thousand (-45.3%); unit share decreased from 26.0% to 13.3%.

Non-Tobacco-flavored e-cigarette sales increased from 167.1 thousand to 209.3 thousand (+25.2%); unit share increased from 74.0% to 86.7%.

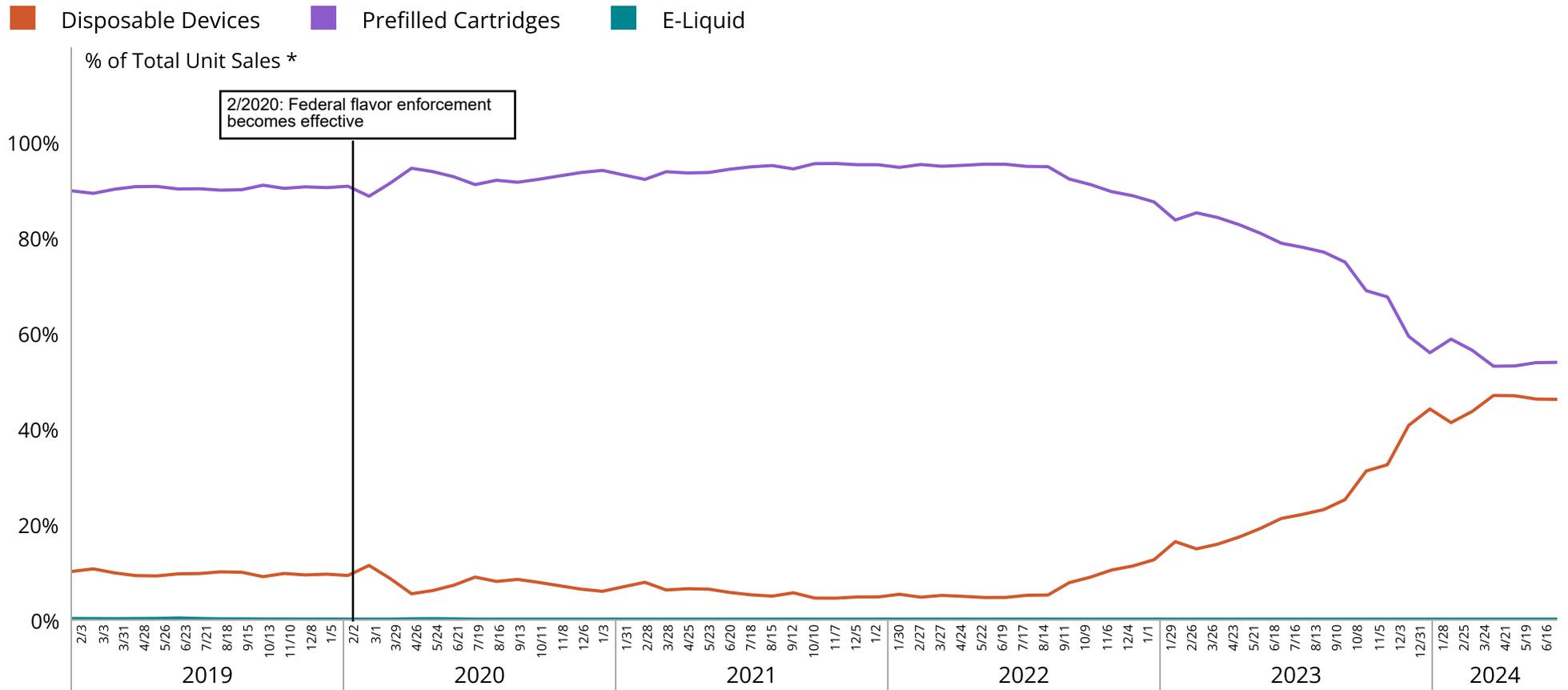
Menthol-flavored e-cigarette sales increased from 98.0 thousand to 102.6 thousand (+4.8%); unit share decreased from 43.4% to 42.5%.

Mint-flavored e-cigarette sales decreased from 32.4 thousand to 11.0 thousand (-66.0%); unit share decreased from 14.3% to 4.6%.

All other-flavored e-cigarette sales increased from 36.8 thousand to 95.6 thousand (+160.1%); unit share increased from 16.3% to 39.6%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarettes had no sales.

Figure 17. Maryland E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

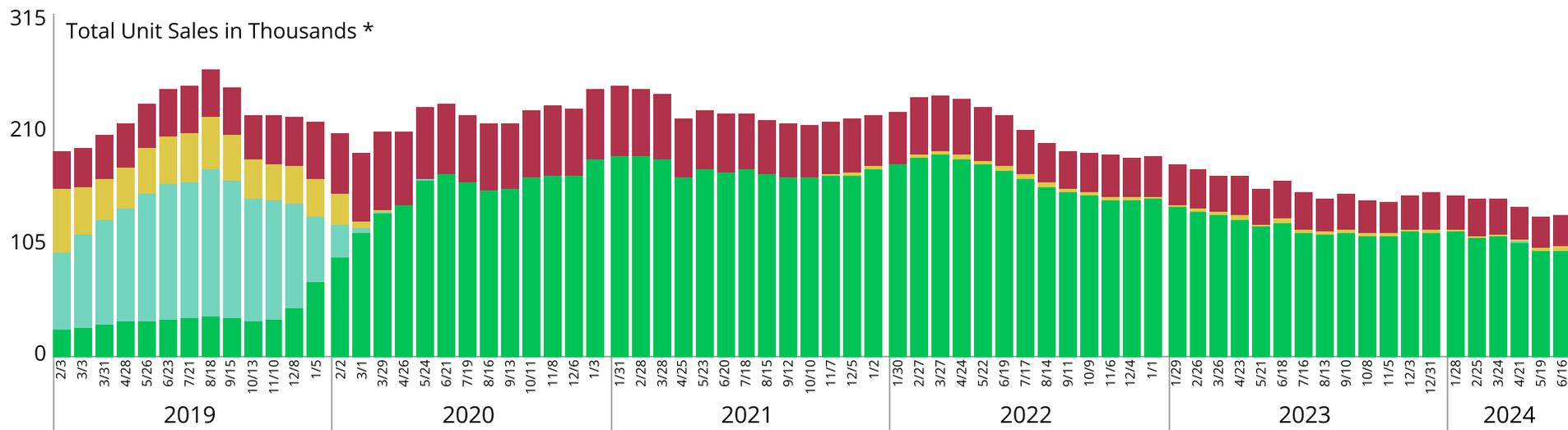
From 2/2/2020 to 6/16/2024, unless otherwise specified

- Unit share of disposable devices increased from 9.2% to 46.1%.
- Unit share of prefilled cartridges decreased from 90.8% to 53.9%.

Figure 18. Maryland E-Cigarette Unit Sales by Product Type and Flavor

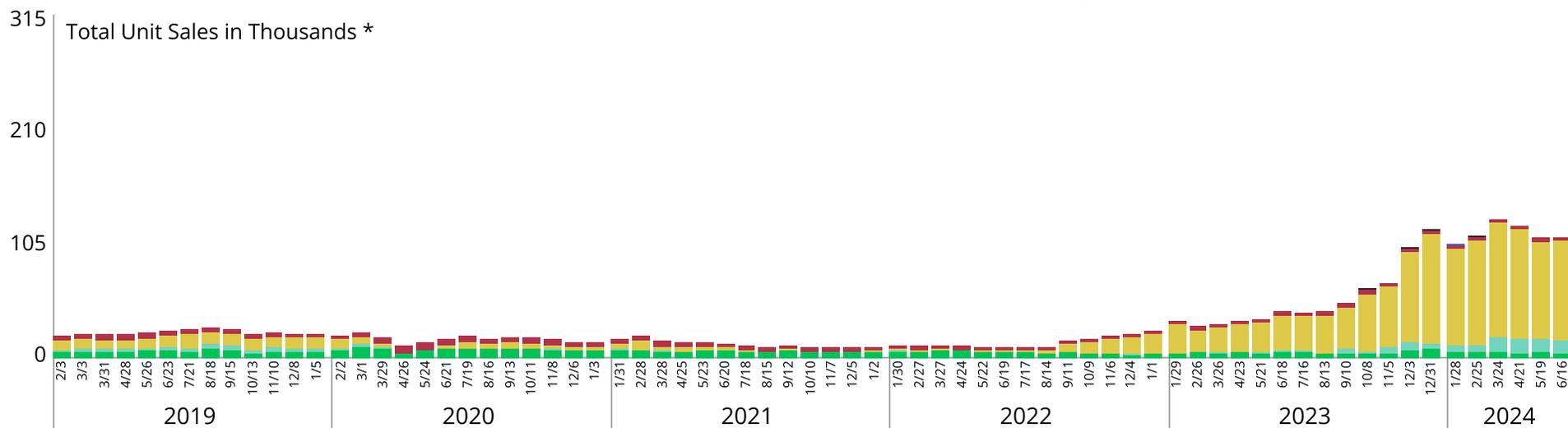
Prefilled Cartridges

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



Disposable Devices

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown

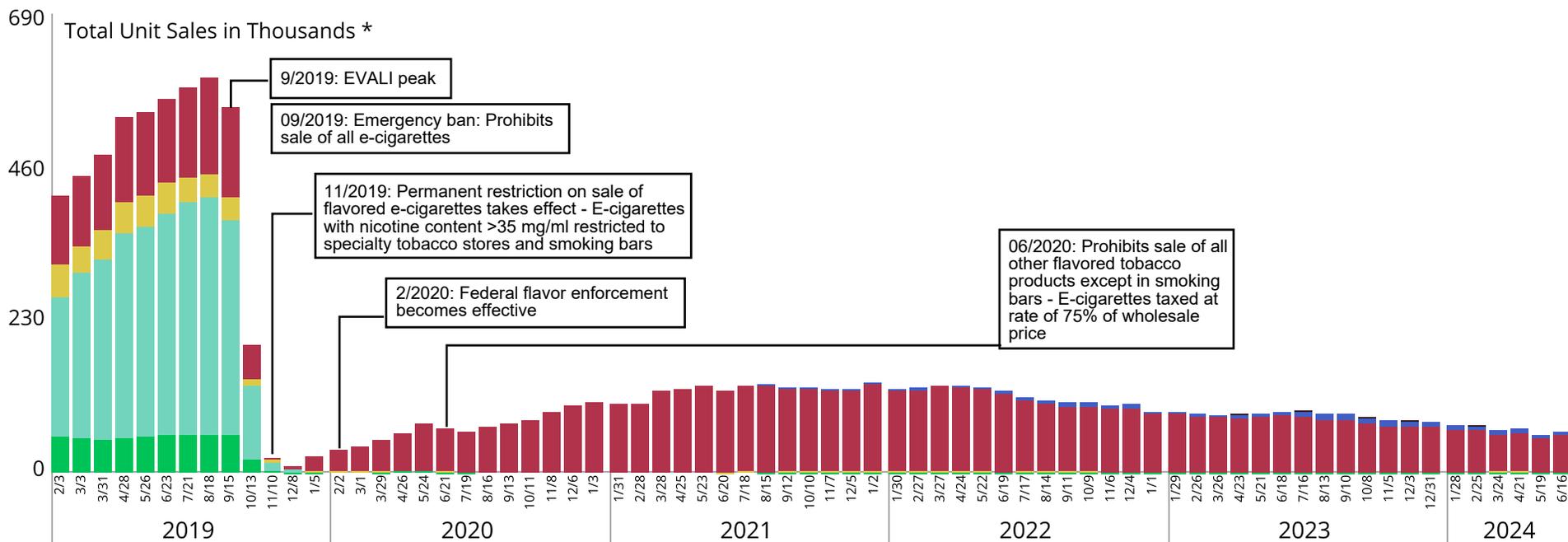


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 19. Massachusetts E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Trends of Unit Sales by Flavor Following Massachusetts’s Flavored E-cigarette Restriction

From 9/15/2019 to 6/16/2024, unless otherwise specified

Following Massachusetts’s flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 548.7 thousand to 62.4 thousand (-88.6%).

Tobacco-flavored e-cigarette sales decreased from 135.8 thousand to 54.8 thousand (-59.6%); unit share increased from 24.8% to 87.9%.

Non-Tobacco-flavored e-cigarette sales decreased from 412.9 thousand to 6.8 thousand (-98.4%); unit share decreased from 75.2% to 10.9%.

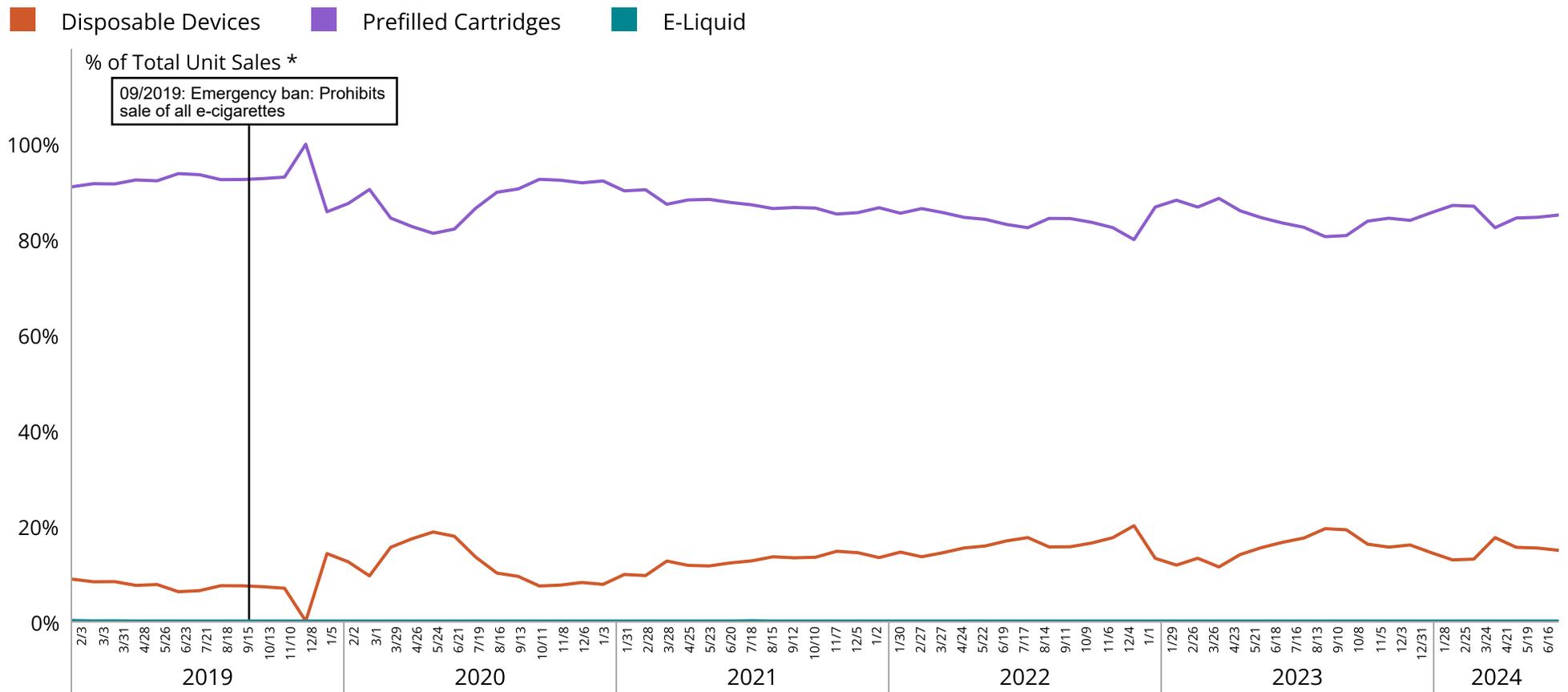
Menthol-flavored e-cigarette sales decreased from 55.5 thousand to 0.8 thousand (-98.6%); unit share decreased from 10.1% to 1.3%.

Mint-flavored e-cigarette sales decreased from 324.9 thousand to 0.0 (-100.0%); unit share decreased from 59.2% to 0.0%.

All other-flavored e-cigarette sales decreased from 32.4 thousand to 0.2 thousand (-99.3%); unit share decreased from 5.9% to 0.4%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarette sales decreased from 7.6 thousand to 5.8 thousand (-23.9%); unit share increased from 1.4% to 9.2%.

Figure 20. Massachusetts E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

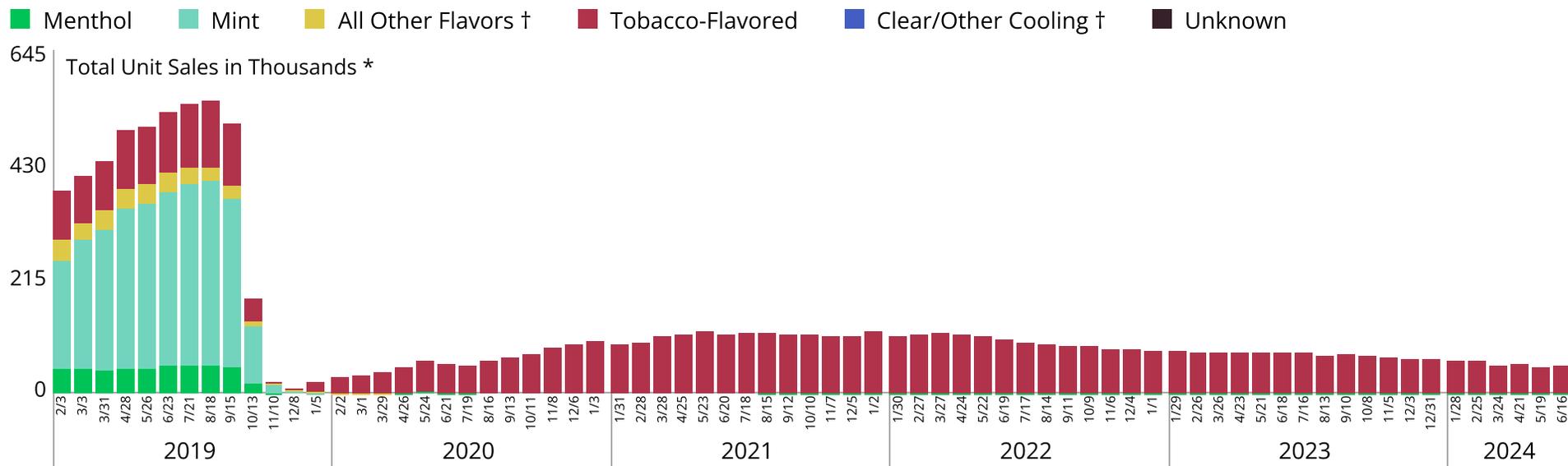
Trends of Unit Sales by Product Type Following Massachusetts’s Flavored E-cigarette Restriction

From 9/15/2019 to 6/16/2024, unless otherwise specified

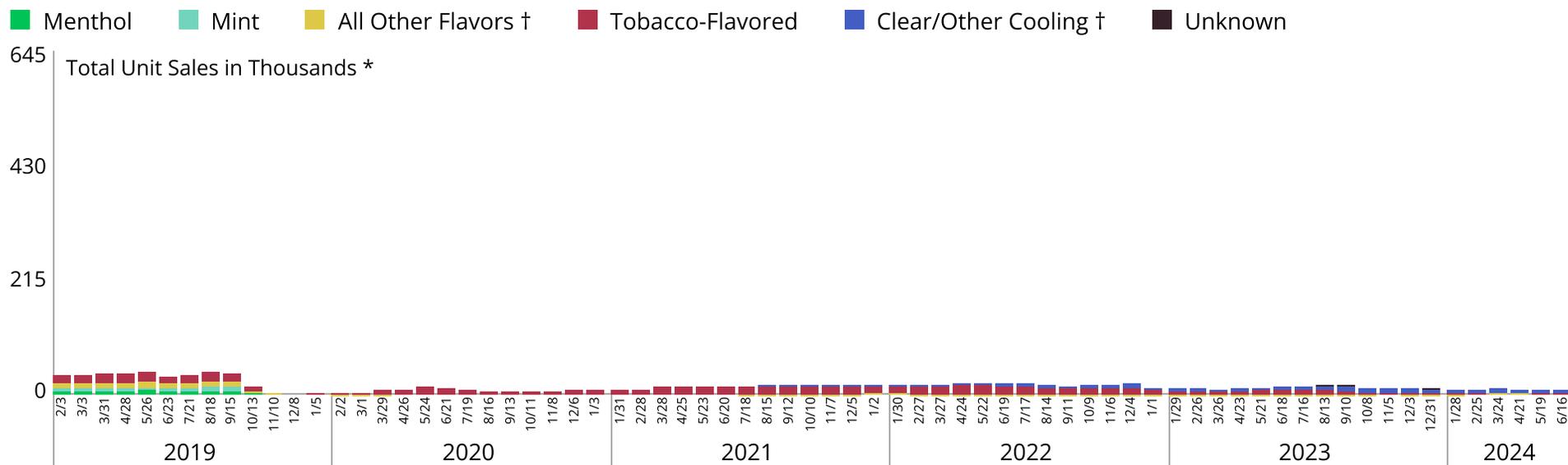
- Unit share of disposable devices increased from 7.4% to 14.8%.
- Unit share of prefilled cartridges decreased from 92.6% to 85.2%.

Figure 21. Massachusetts E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



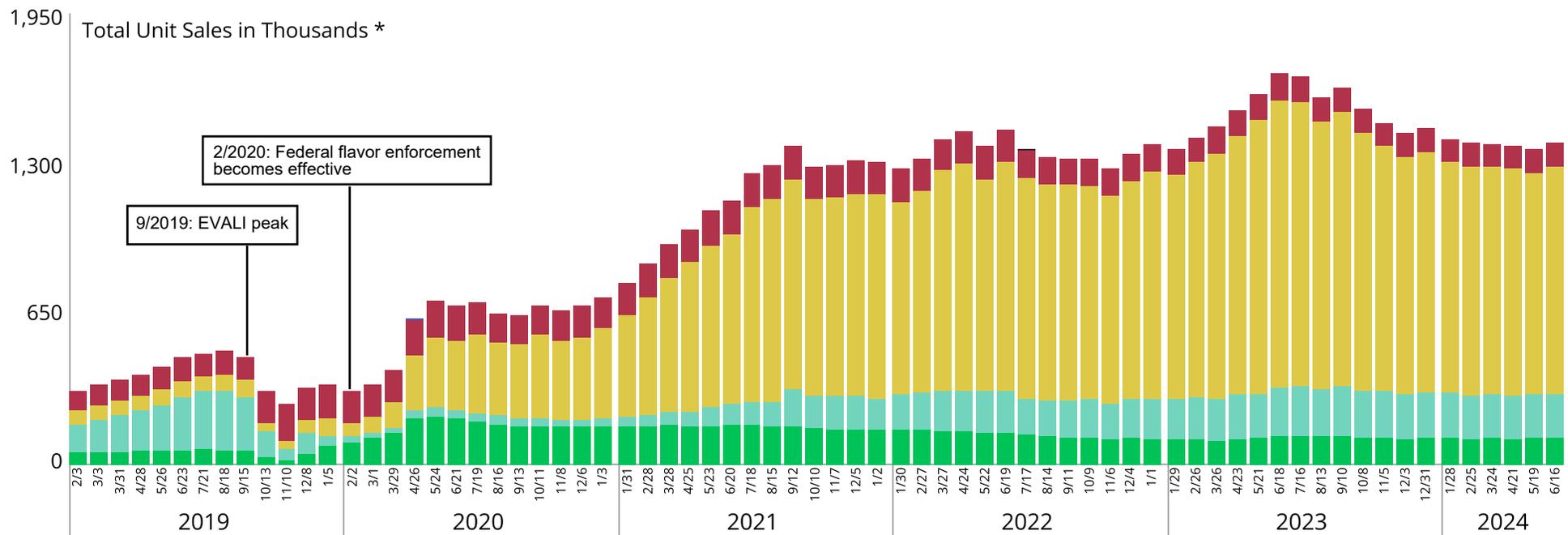
Disposable Devices



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 22. Michigan E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 320 thousand to 1389.3 thousand (+334.2%).

Tobacco-flavored e-cigarette sales decreased from 135.6 thousand to 99.6 thousand (-26.5%); unit share decreased from 42.4% to 7.2%.

Non-Tobacco-flavored e-cigarette sales increased from 184.3 thousand to 1,289.6 thousand (+599.8%); unit share increased from 57.6% to 92.8%.

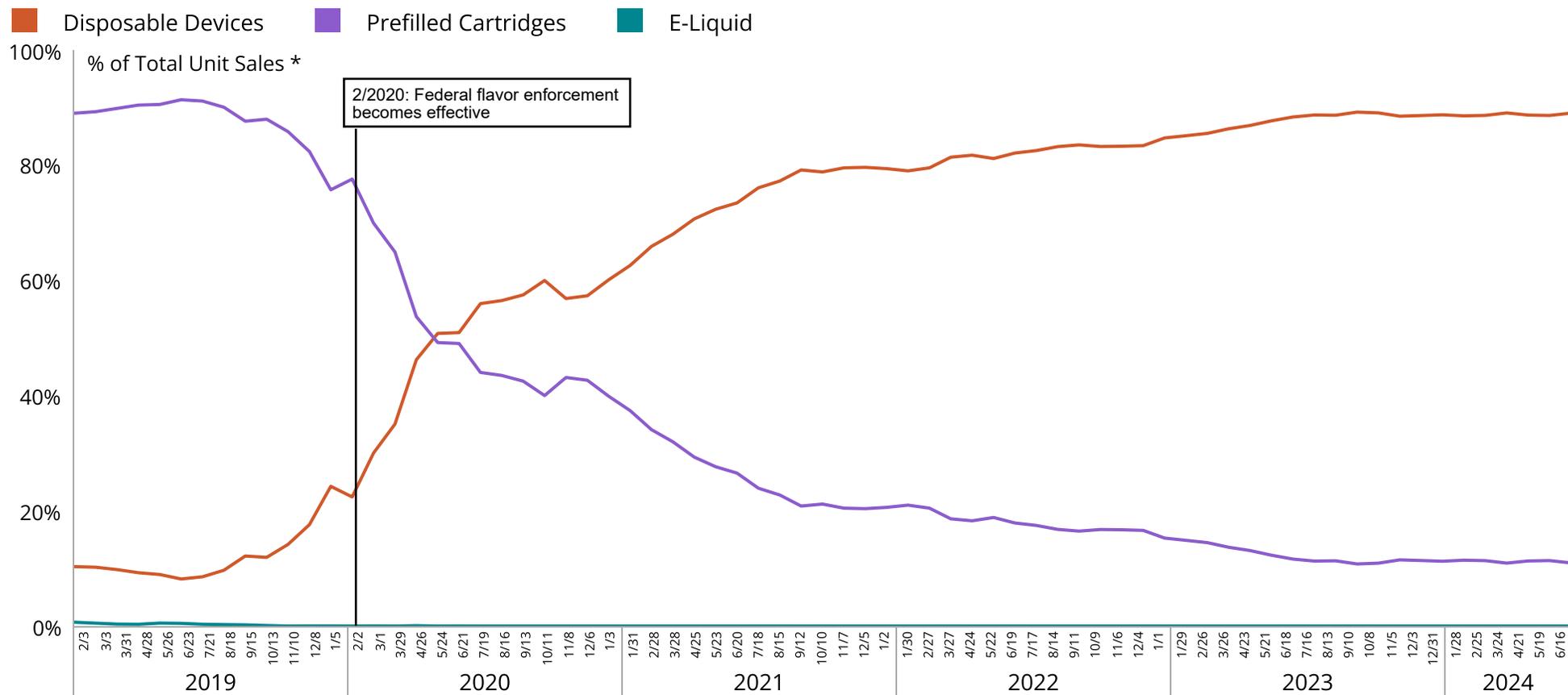
Menthol-flavored e-cigarette sales increased from 94.3 thousand to 115.4 thousand (+22.4%); unit share decreased from 29.5% to 8.3%.

Mint-flavored e-cigarette sales increased from 31.4 thousand to 193.9 thousand (+517.1%); unit share increased from 9.8% to 14.0%.

All other-flavored e-cigarette sales increased from 57.5 thousand to 980.3 thousand (+1,604.7%); unit share increased from 18.0% to 70.6%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarette sales increased from 40 units to 43 units (+9.0%); unit share decreased from 0.0% to 0.0%.

Figure 23. Michigan E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

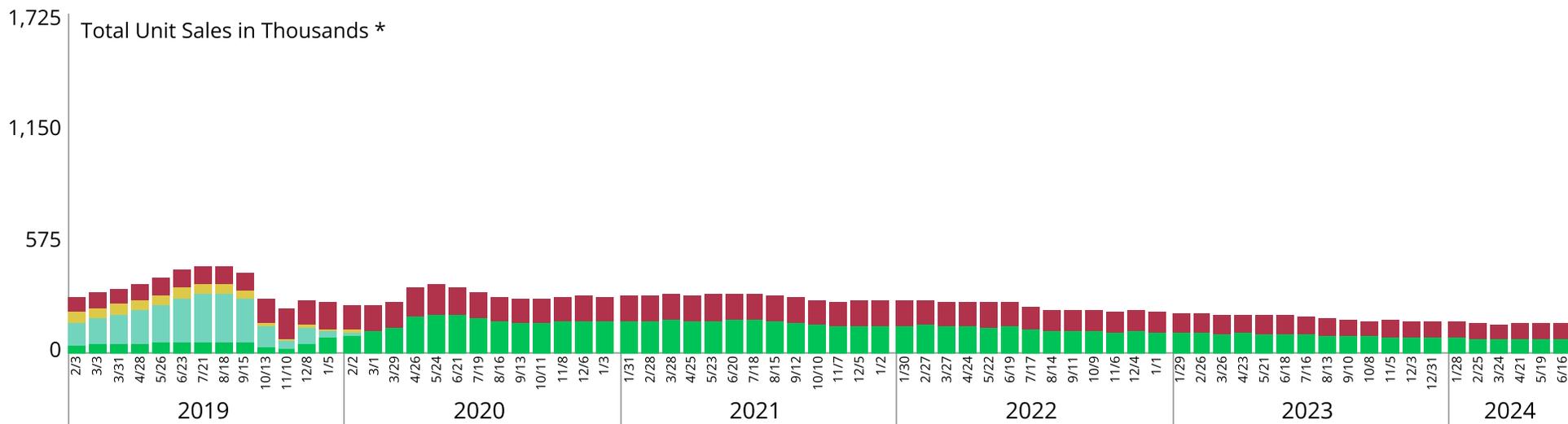
From 2/2/2020 to 6/16/2024, unless otherwise specified

- Unit share of disposable devices increased from 22.4% to 89.0%.
- Unit share of prefilled cartridges decreased from 77.6% to 11.0%.

Figure 24. Michigan E-Cigarette Unit Sales by Product Type and Flavor

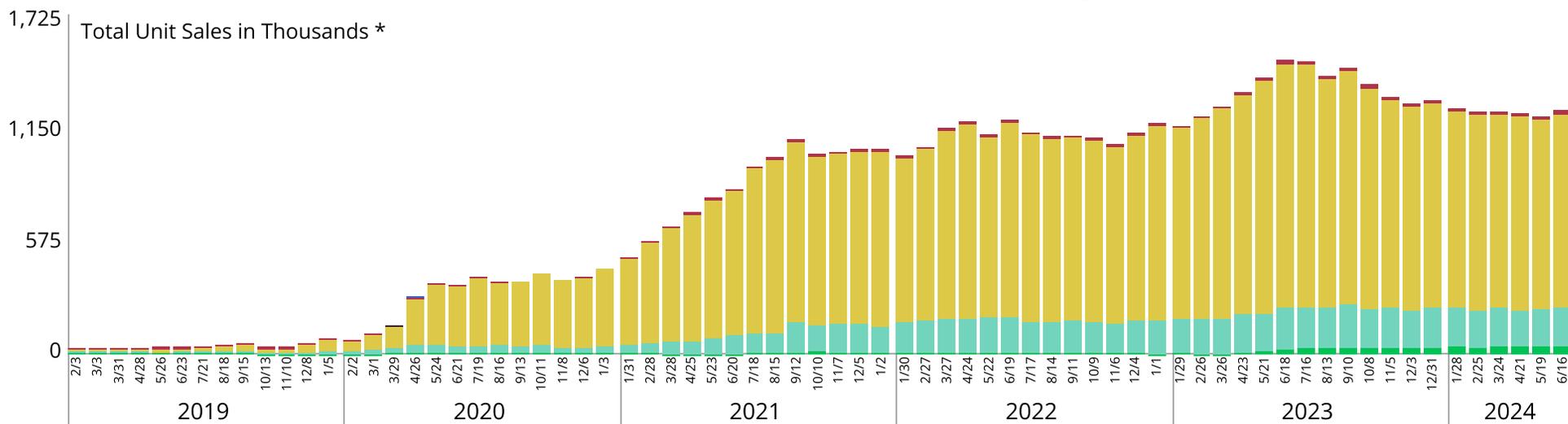
Prefilled Cartridges

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



Disposable Devices

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown

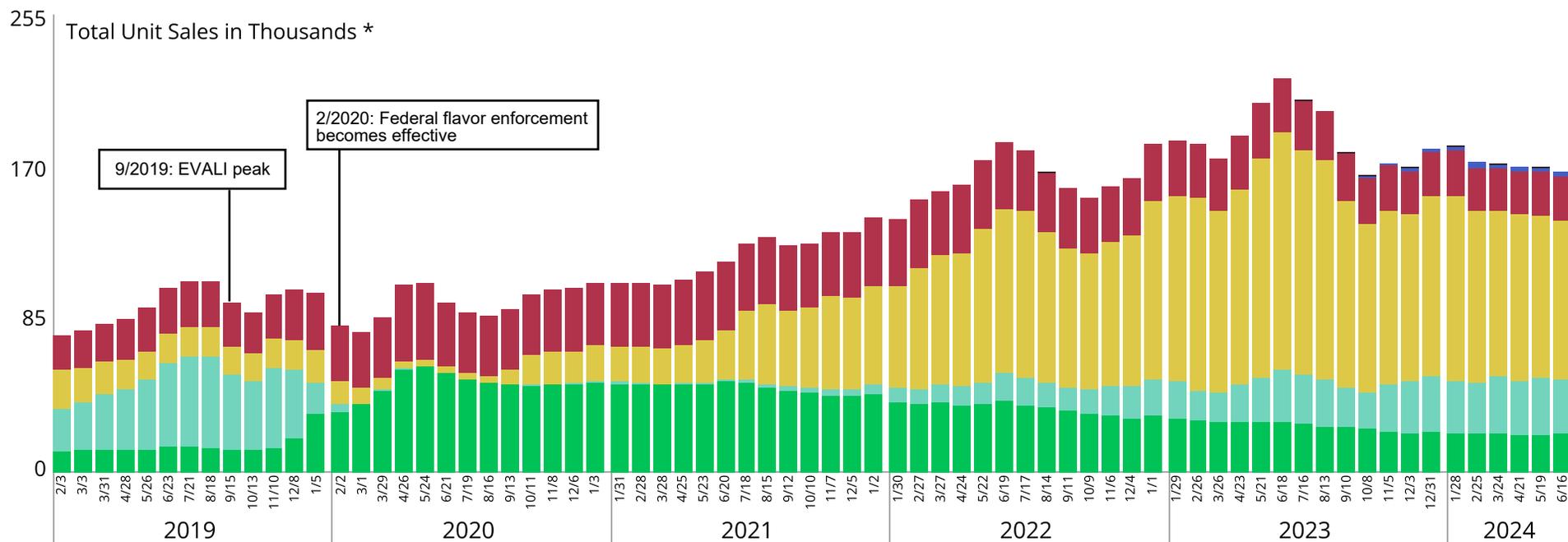


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 25. Minnesota E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following FDA’s flavor enforcement policy, monthly e-cigarette total unit sales increased from 81.5 thousand to 167.7 thousand (+105.8%).

Tobacco-flavored e-cigarette sales decreased from 30.8 thousand to 25.1 thousand (-18.6%); unit share decreased from 37.8% to 15.0%.

Non-Tobacco-flavored e-cigarette sales increased from 50.7 thousand to 142.6 thousand (+181.3%); unit share increased from 62.2% to 85.0%.

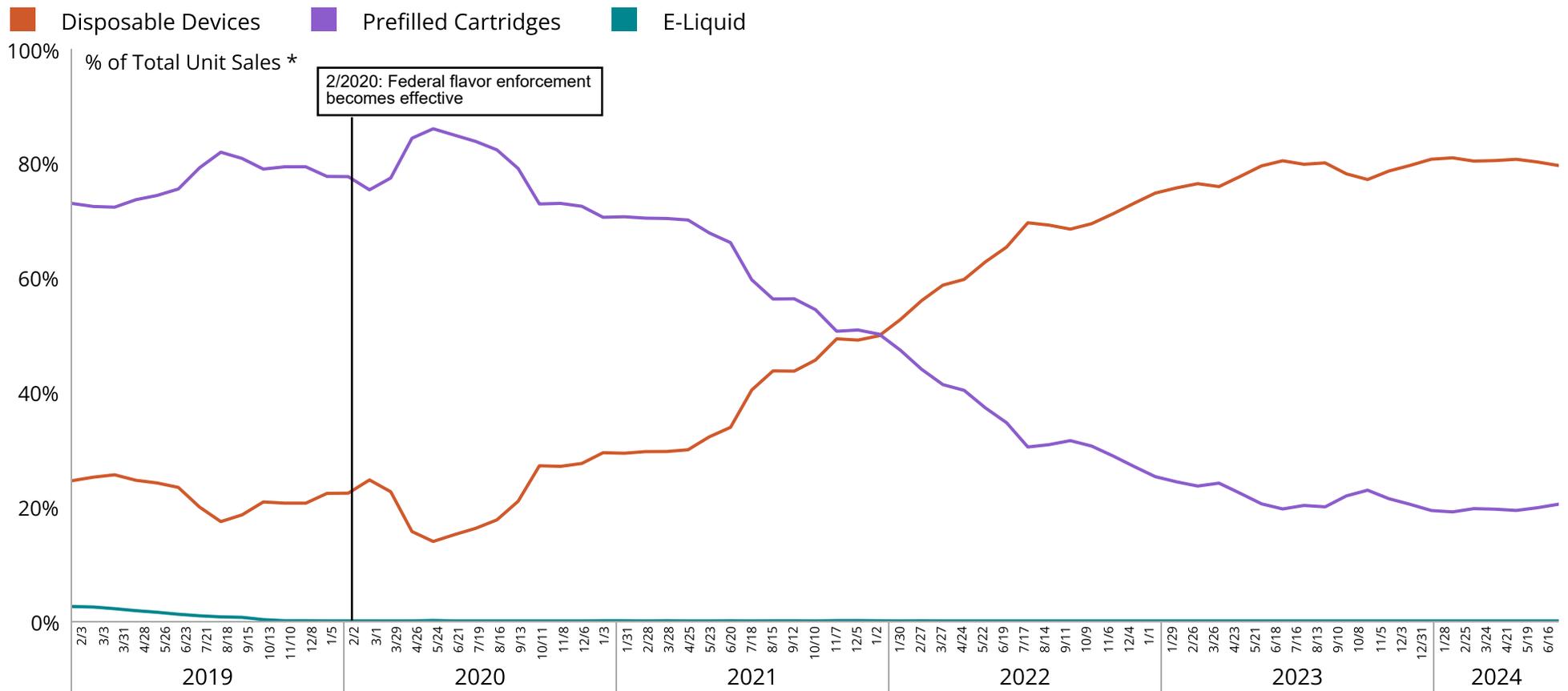
Menthol-flavored e-cigarette sales decreased from 33.9 thousand to 21.4 thousand (-36.9%); unit share decreased from 41.6% to 12.8%.

Mint-flavored e-cigarette sales increased from 4.0 thousand to 30.0 thousand (+653.0%); unit share increased from 4.9% to 17.9%.

All other-flavored e-cigarette sales increased from 12.8 thousand to 88.4 thousand (+591.2%); unit share increased from 15.7% to 52.7%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarette sales increased from 0.0 to 2.8 thousand (+275,325.0%); unit share increased from 0.0% to 1.6%.

Figure 26. Minnesota E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

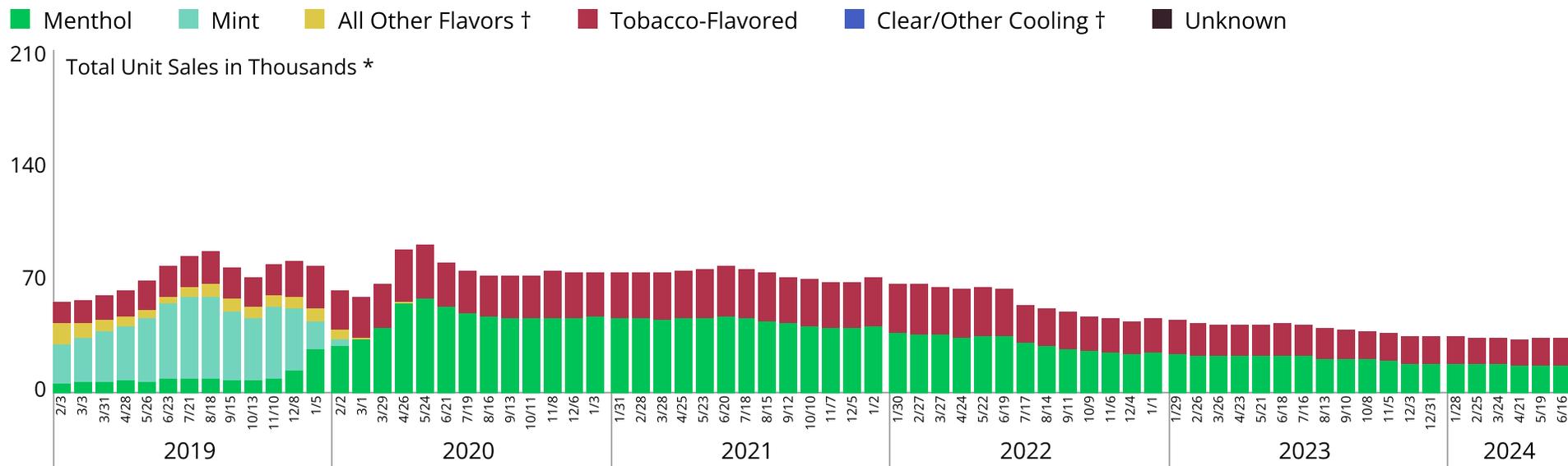
Trends of Unit Sales by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 6/16/2024, unless otherwise specified

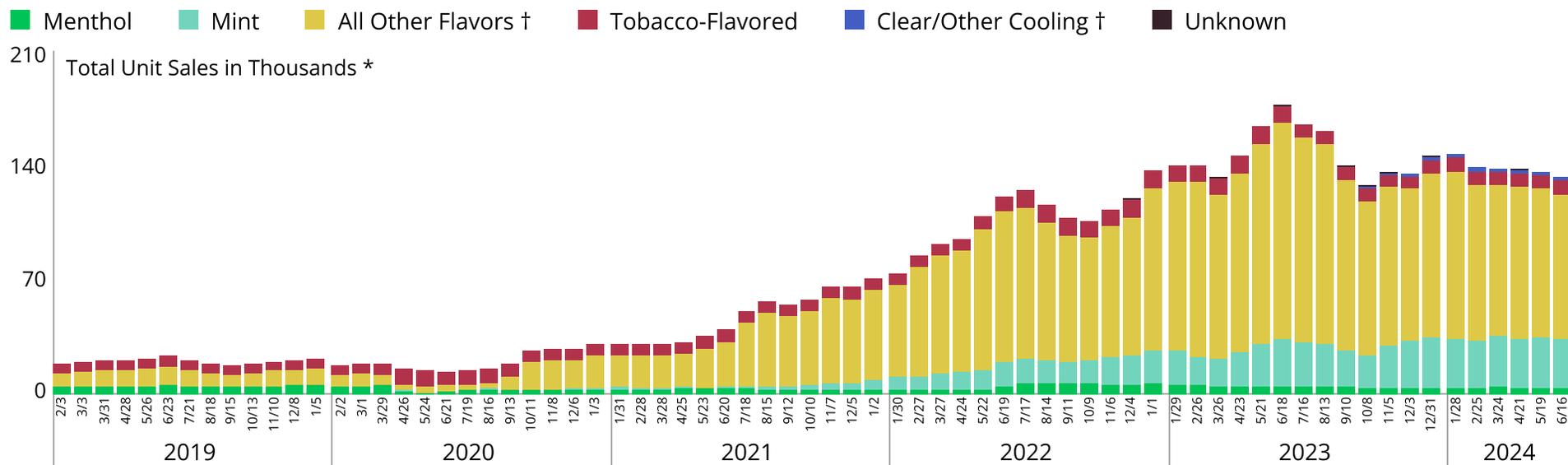
- Unit share of disposable devices increased from 22.3% to 79.6%.
- Unit share of prefilled cartridges decreased from 77.7% to 20.4%.

Figure 27. Minnesota E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



Disposable Devices

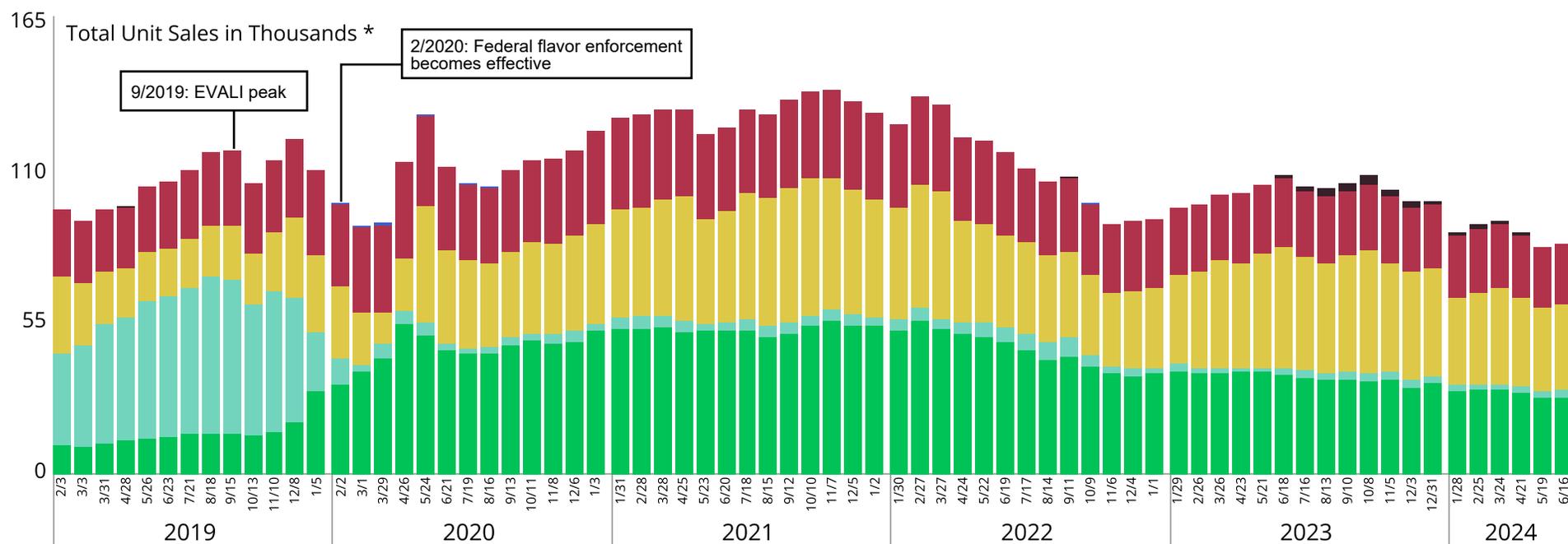


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 28. Nevada E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following FDA’s flavor enforcement policy, monthly e-cigarette total unit sales decreased from 97.5 thousand to 83.1 thousand (-14.8%).

Tobacco-flavored e-cigarette sales decreased from 29.5 thousand to 21.9 thousand (-25.9%); unit share decreased from 30.3% to 26.3%.

Non-Tobacco-flavored e-cigarette sales decreased from 68.0 thousand to 61.2 thousand (-10.0%); unit share increased from 69.7% to 73.6%.

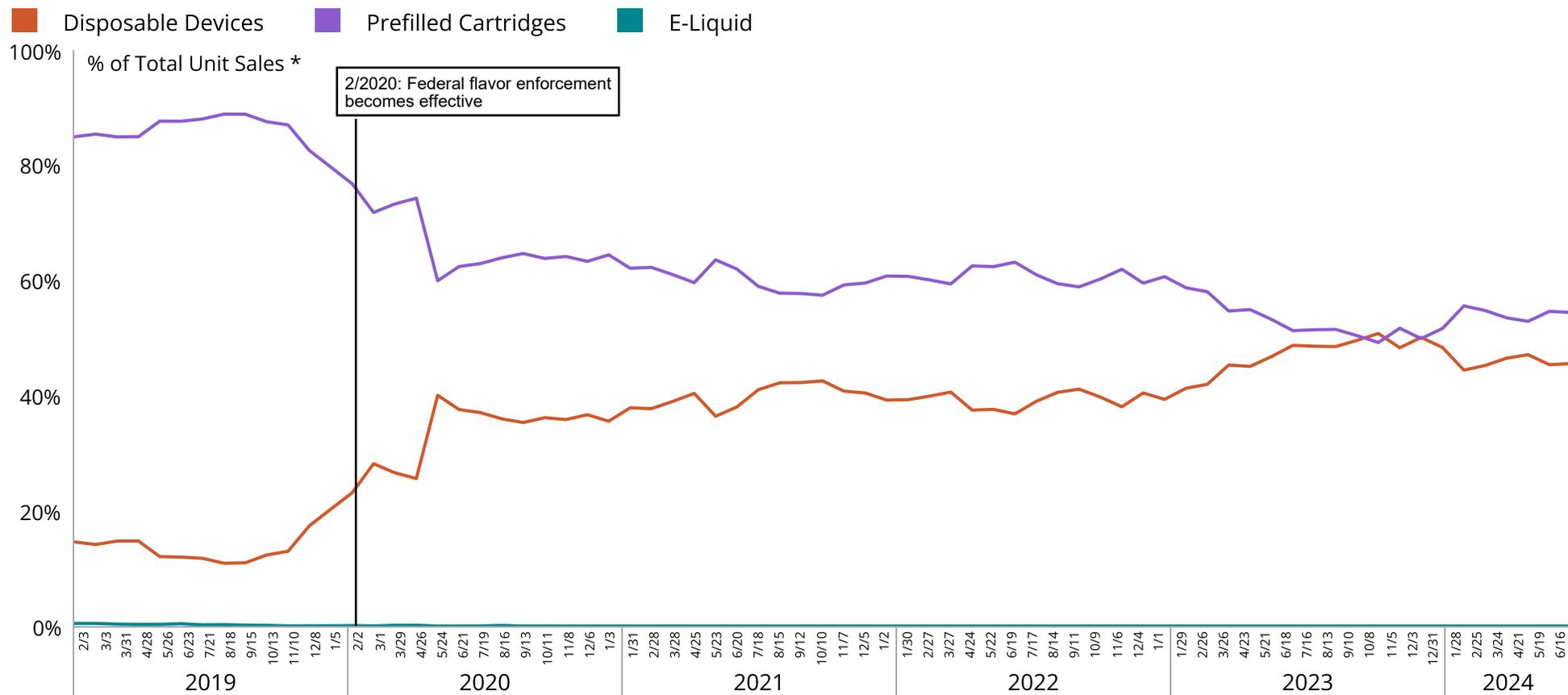
Menthol-flavored e-cigarette sales decreased from 32.5 thousand to 27.9 thousand (-14.1%); unit share increased from 33.3% to 33.6%.

Mint-flavored e-cigarette sales decreased from 9.6 thousand to 2.7 thousand (-71.7%); unit share decreased from 9.8% to 3.3%.

All other-flavored e-cigarette sales increased from 25.7 thousand to 30.5 thousand (+18.9%); unit share increased from 26.4% to 36.7%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarette sales decreased from 0.1 thousand to 0.0 (-100.0%); unit share decreased from 0.1% to 0.0%.

Figure 29. Nevada E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

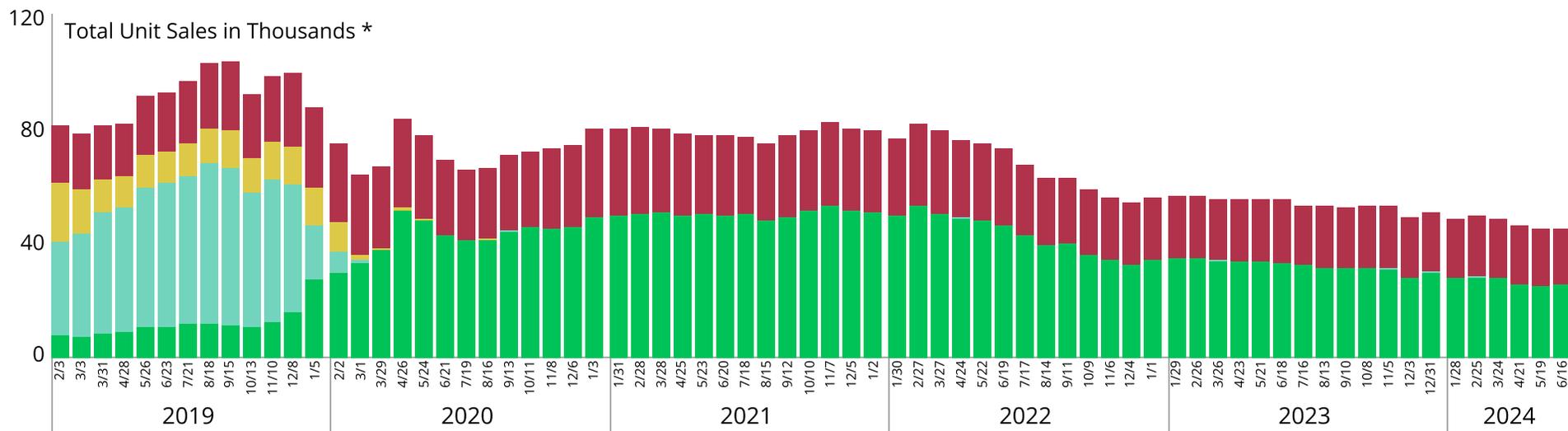
From 2/2/2020 to 6/16/2024, unless otherwise specified

- Unit share of disposable devices increased from 23.1% to 45.6%.
- Unit share of prefilled cartridges decreased from 76.8% to 54.4%.

Figure 30. Nevada E-Cigarette Unit Sales by Product Type and Flavor

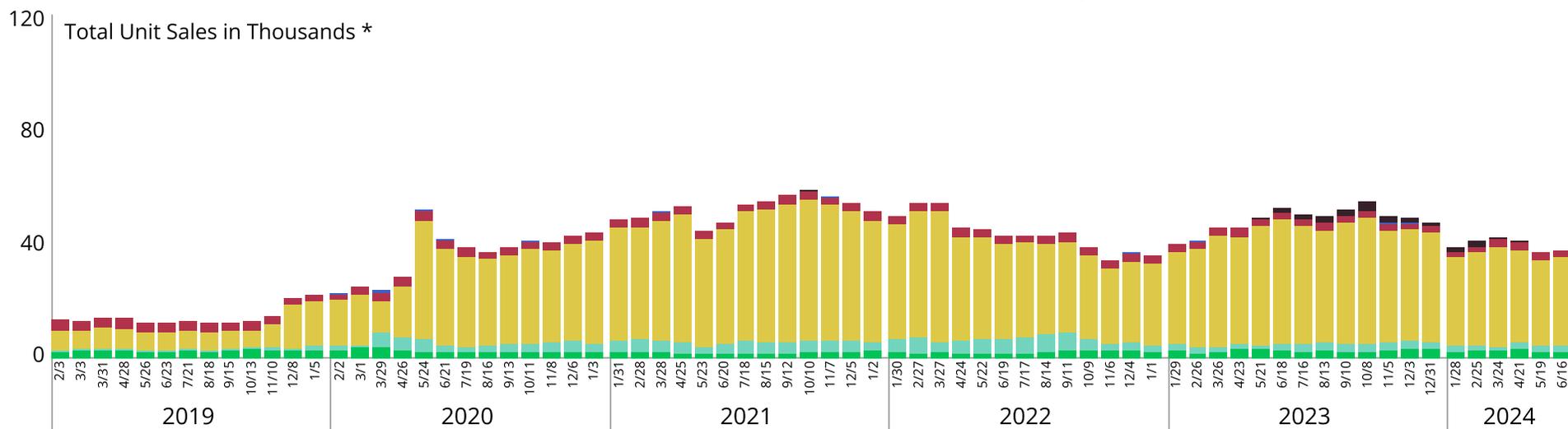
Prefilled Cartridges

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



Disposable Devices

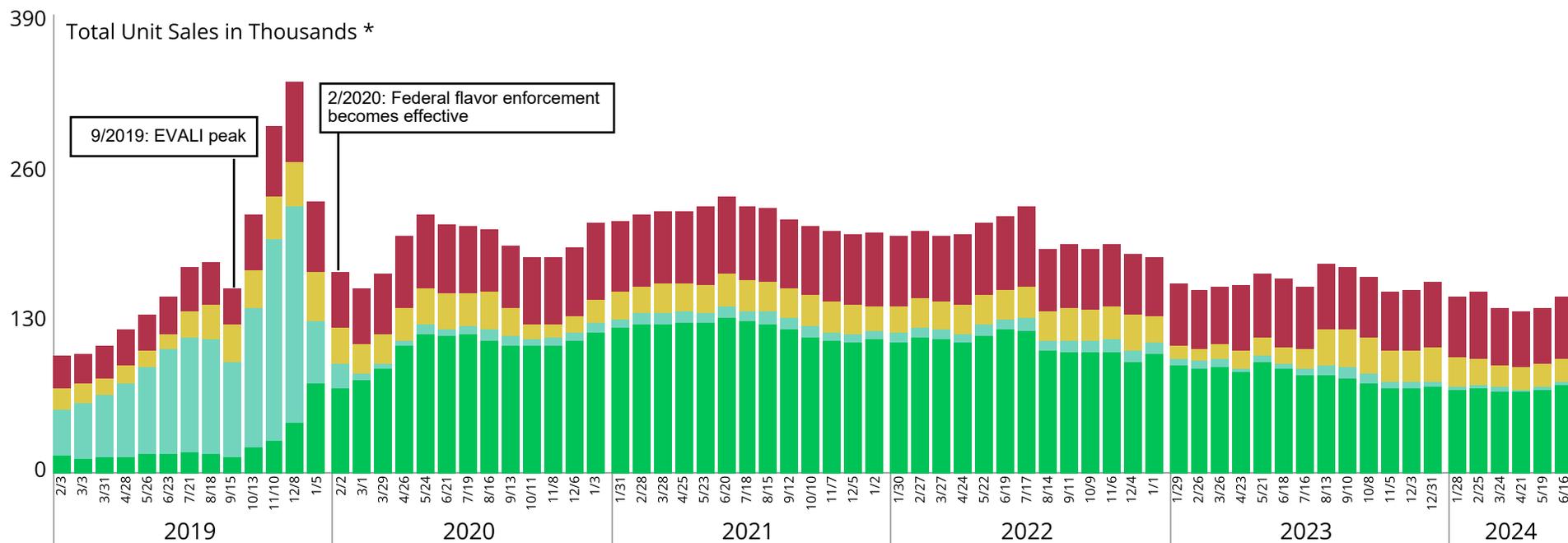
■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 31. New Hampshire E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following FDA’s flavor enforcement policy, monthly e-cigarette total unit sales decreased from 171.7 thousand to 150.6 thousand (-12.3%).

Tobacco-flavored e-cigarette sales increased from 48.3 thousand to 53.6 thousand (+11.0%); unit share increased from 28.1% to 35.6%.

Non-Tobacco-flavored e-cigarette sales decreased from 123.4 thousand to 96.9 thousand (-21.4%); unit share decreased from 71.9% to 64.4%.

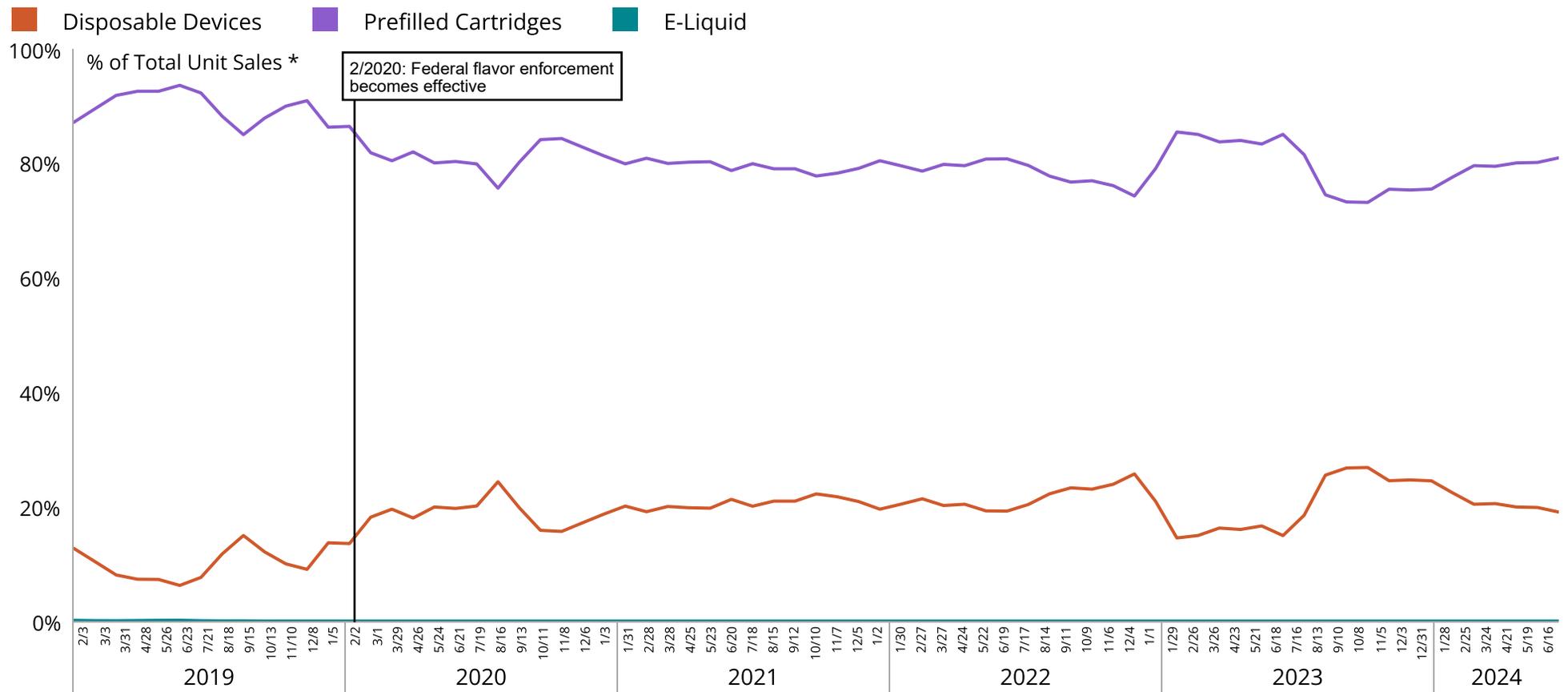
Menthol-flavored e-cigarette sales increased from 72.3 thousand to 74.8 thousand (+3.5%); unit share increased from 42.1% to 49.7%.

Mint-flavored e-cigarette sales decreased from 21.1 thousand to 3.0 thousand (-85.9%); unit share decreased from 12.3% to 2.0%.

All other-flavored e-cigarette sales decreased from 30.0 thousand to 19.1 thousand (-36.2%); unit share decreased from 17.5% to 12.7%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarettes had no sales.

Figure 32. New Hampshire E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

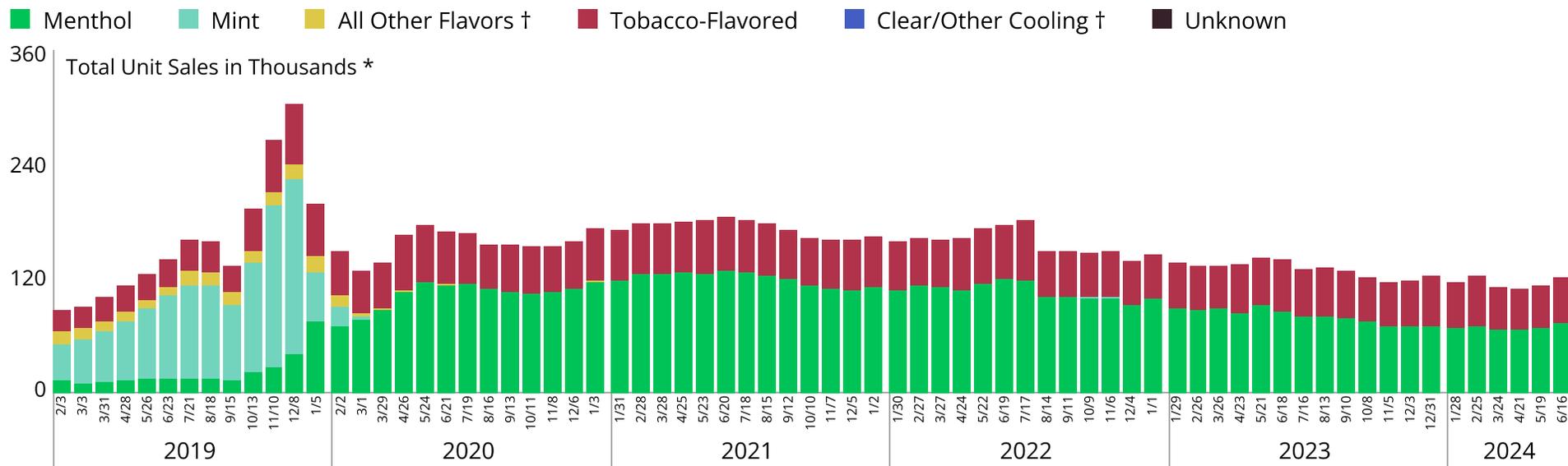
Trends of Unit Sales by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 6/16/2024, unless otherwise specified

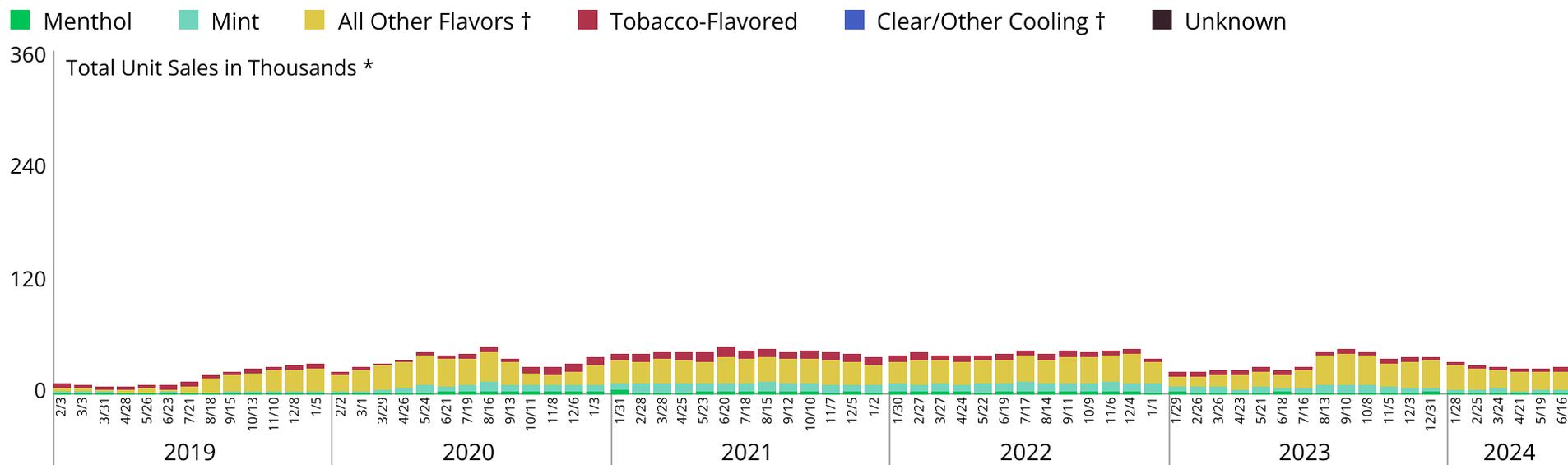
- Unit share of disposable devices increased from 13.5% to 19.0%.
- Unit share of prefilled cartridges decreased from 86.4% to 81.0%.

Figure 33. New Hampshire E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



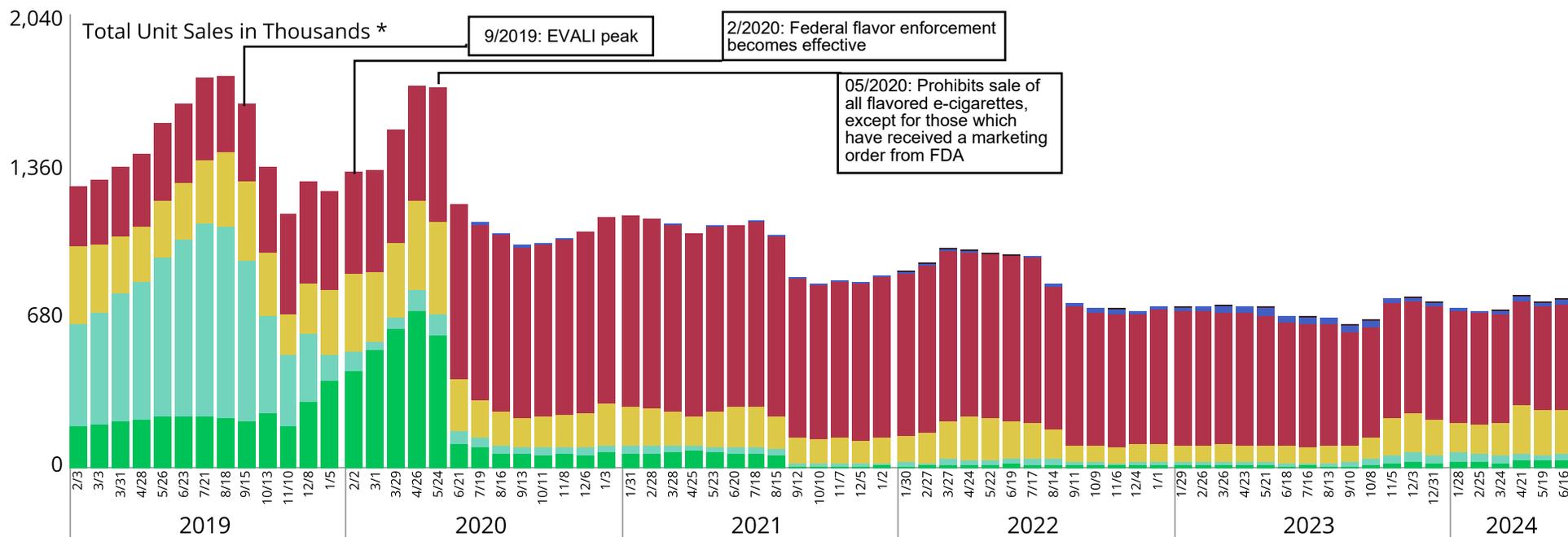
Disposable Devices



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 34. New York E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Trends of Unit Sales by Flavor Following New York’s Flavored E-cigarette Restriction

From 5/24/2020 to 6/16/2024, unless otherwise specified

Following New York’s flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 1712.3 thousand to 765.3 thousand (-55.3%).

Tobacco-flavored e-cigarette sales decreased from 603.3 thousand to 470.3 thousand (-22.0%); unit share increased from 35.2% to 61.4%.

Non-Tobacco-flavored e-cigarette sales decreased from 1,109.0 thousand to 289.1 thousand (-73.9%); unit share decreased from 64.8% to 37.8%.

Menthol-flavored e-cigarette sales decreased from 594.6 thousand to 35.2 thousand (-94.1%); unit share decreased from 34.7% to 4.6%.

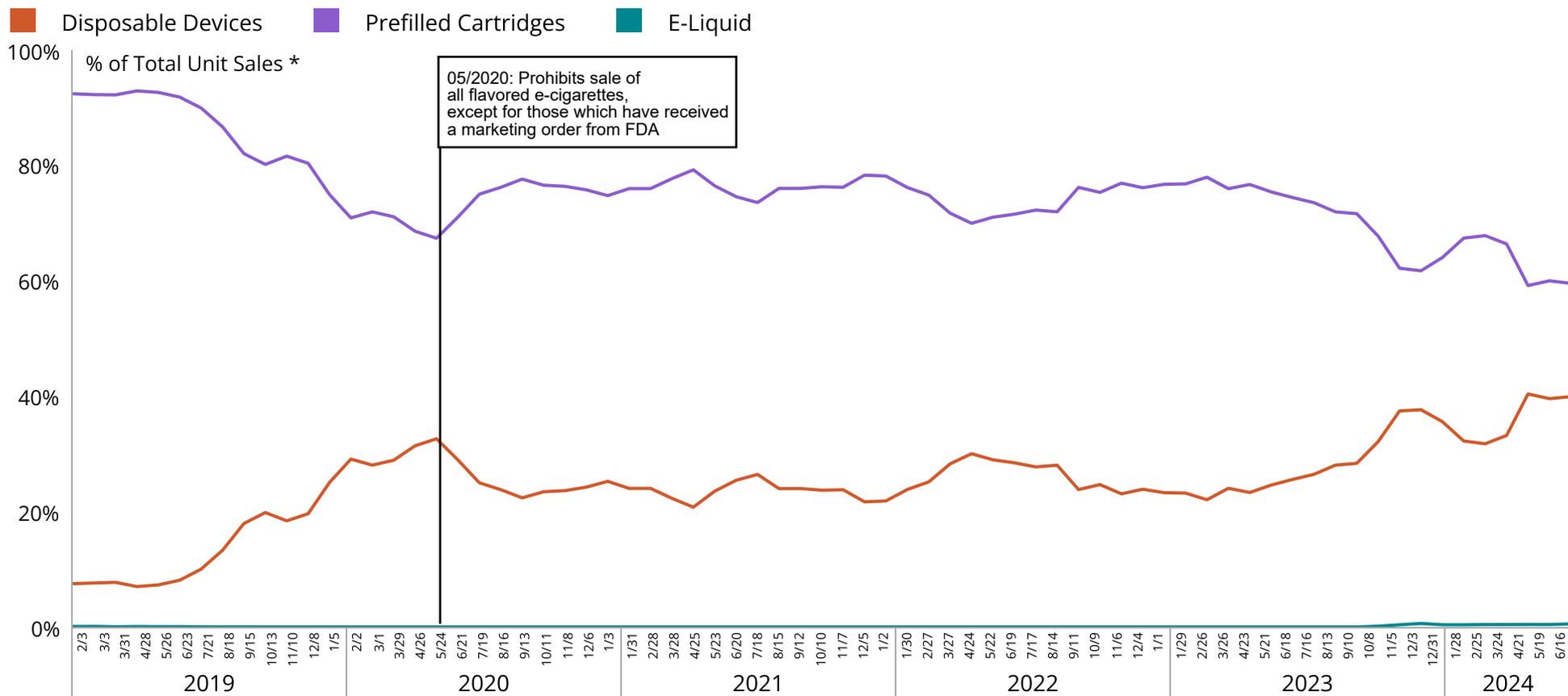
Mint-flavored e-cigarette sales decreased from 93.9 thousand to 32.5 thousand (-65.4%); unit share decreased from 5.5% to 4.2%.

All other-flavored e-cigarette sales decreased from 419.4 thousand to 197.5 thousand (-52.9%); unit share increased from 24.5% to 25.8%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarette sales increased from 11.6 thousand to 23.9 thousand (+106.1%); unit share increased from 0.7% to 3.1%.

As of 6/16/2024, disposable e-cigarettes represent 88.4% of sales of prohibited flavored e-cigarettes in New York.

Figure 35. New York E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

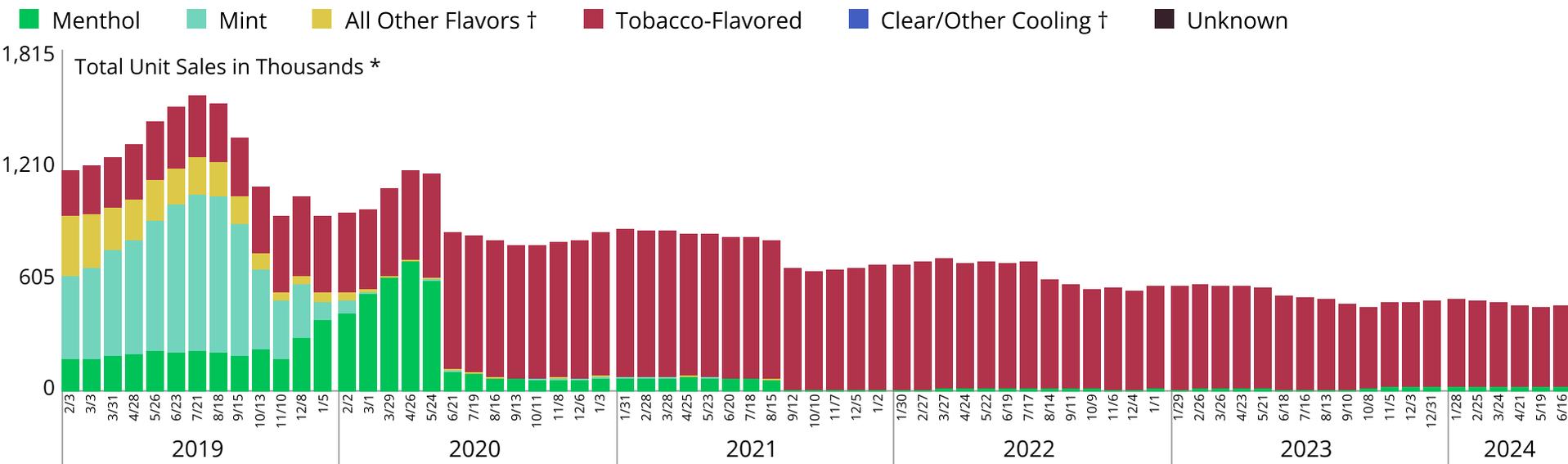
Trends of Unit Sales by Product Type Following New York’s Flavored E-cigarette Restriction

From 5/24/2020 to 6/16/2024, unless otherwise specified

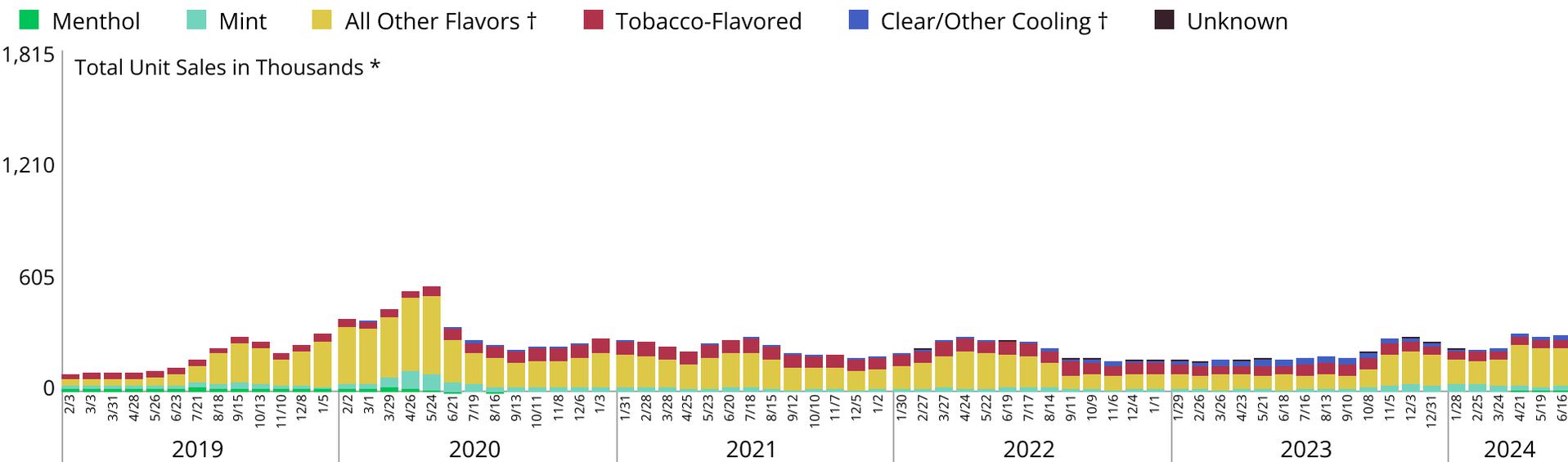
- Unit share of disposable devices increased from 32.6% to 39.9%.
- Unit share of prefilled cartridges decreased from 67.4% to 59.6%.

Figure 36. New York E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



Disposable Devices

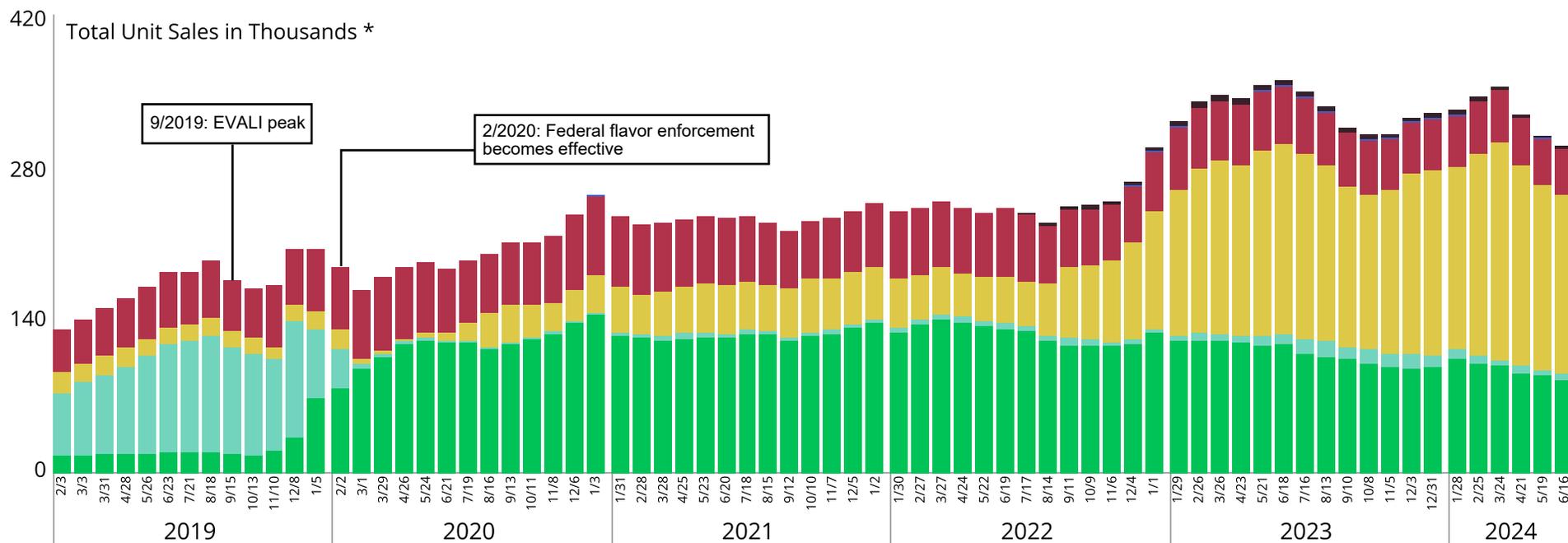


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 37. Oregon E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following FDA’s flavor enforcement policy, monthly e-cigarette total unit sales increased from 189.4 thousand to 299.3 thousand (+58.1%).

Tobacco-flavored e-cigarette sales decreased from 57.4 thousand to 41.7 thousand (-27.3%); unit share decreased from 30.3% to 13.9%.

Non-Tobacco-flavored e-cigarette sales increased from 132.0 thousand to 255.2 thousand (+93.4%); unit share increased from 69.7% to 85.3%.

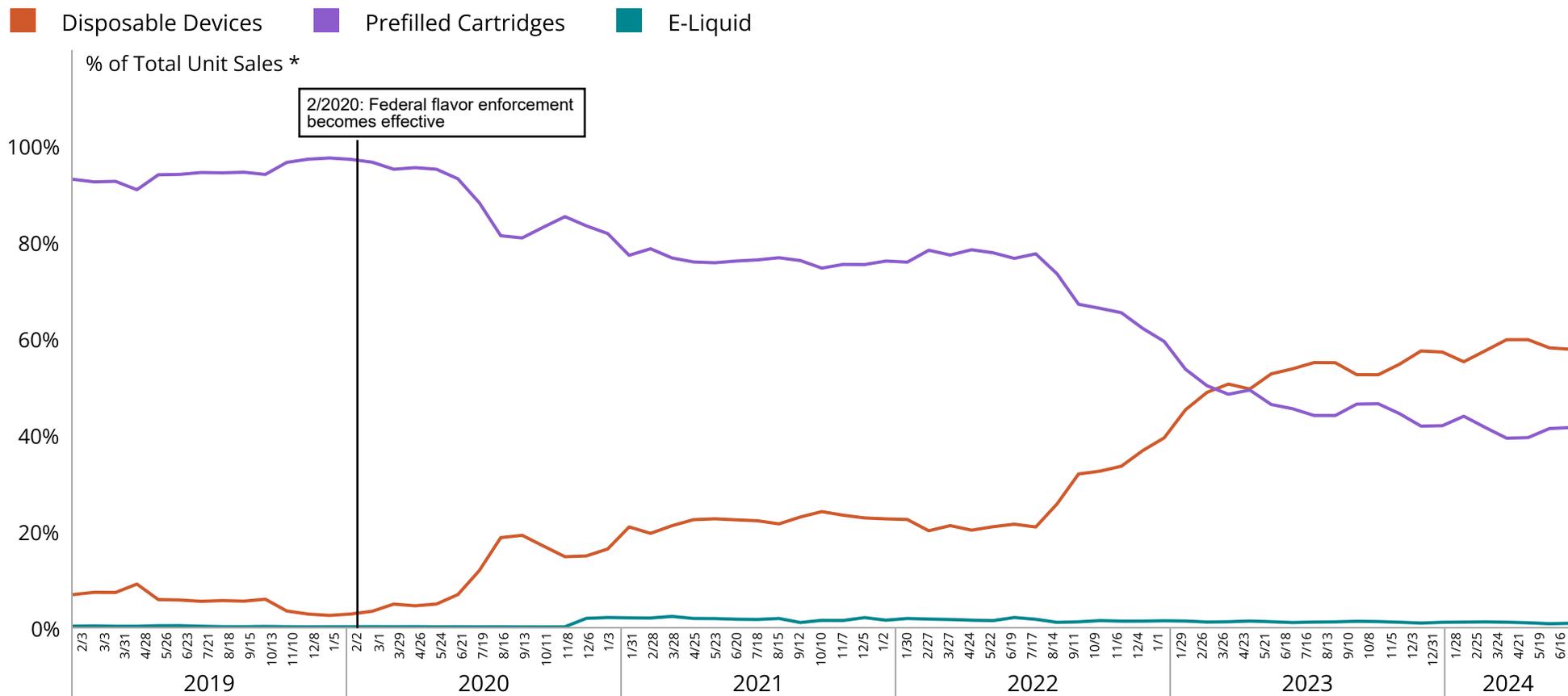
Menthol-flavored e-cigarette sales increased from 78.3 thousand to 86.1 thousand (+9.9%); unit share decreased from 41.4% to 28.8%.

Mint-flavored e-cigarette sales decreased from 35.3 thousand to 6.0 thousand (-83.1%); unit share decreased from 18.7% to 2.0%.

All other-flavored e-cigarette sales increased from 18.3 thousand to 162.4 thousand (+785.8%); unit share increased from 9.7% to 54.3%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarette sales decreased from 0.8 thousand to 0.8 thousand (-4.5%); unit share decreased from 0.4% to 0.3%.

Figure 38. Oregon E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

- Unit share of disposable devices increased from 2.7% to 57.7%.
- Unit share of prefilled cartridges decreased from 97.3% to 41.5%.

Figure 39. Oregon E-Cigarette Unit Sales by Product Type and Flavor

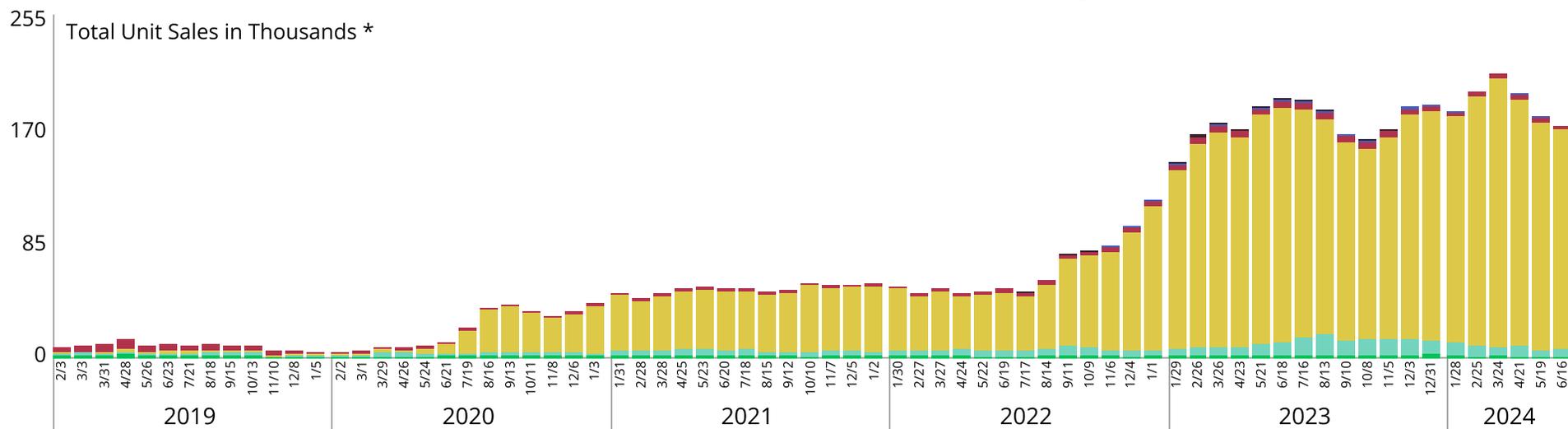
Prefilled Cartridges

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



Disposable Devices

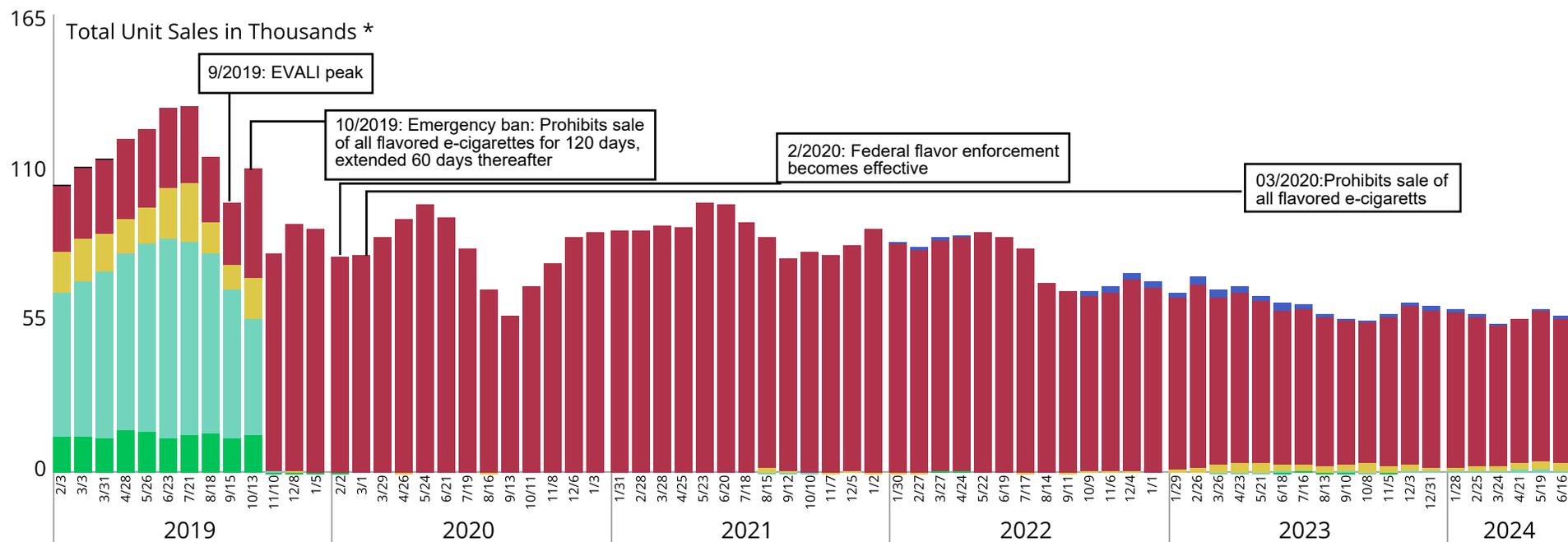
■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 40. Rhode Island E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Trends of Unit Sales by Flavor Following Rhode Island’s Flavored E-cigarette Restriction

From 10/13/2019 to 6/16/2024, unless otherwise specified

Following Rhode Island’s flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 109.7 thousand to 56.3 thousand (-48.7%).

Tobacco-flavored e-cigarette sales increased from 39.5 thousand to 51.8 thousand (+31.0%); unit share increased from 36.0% to 92.0%.

Non-Tobacco-flavored e-cigarette sales decreased from 70.1 thousand to 4.5 thousand (-93.6%); unit share decreased from 64.0% to 8.0%.

Menthol-flavored e-cigarette sales decreased from 13.4 thousand to 0.0 (-100.0%); unit share decreased from 12.3% to 0.0%.

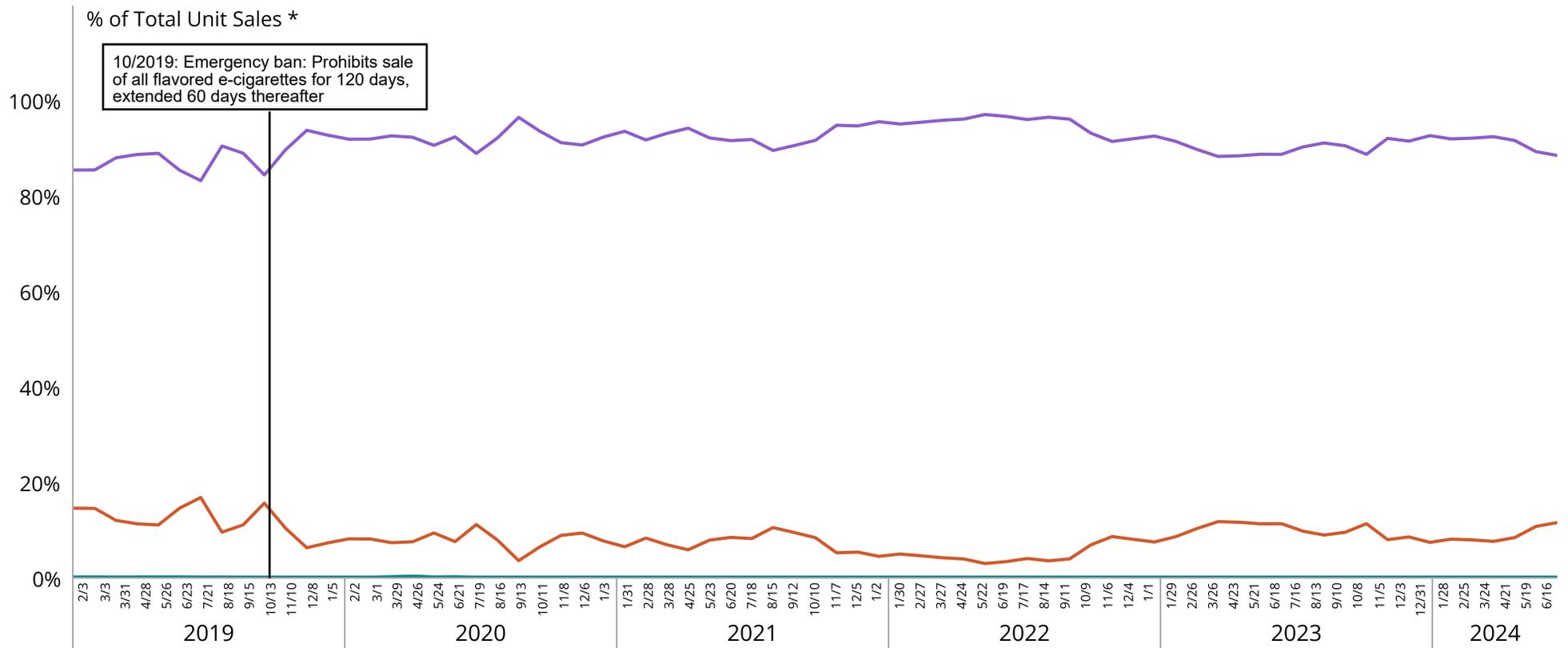
Mint-flavored e-cigarette sales decreased from 41.8 thousand to 0.2 thousand (-99.4%); unit share decreased from 38.2% to 0.4%.

All other-flavored e-cigarette sales decreased from 14.9 thousand to 3.5 thousand (-76.6%); unit share decreased from 13.6% to 6.2%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarette sales decreased from 2.6 thousand to 0.8 thousand (-70.1%); unit share decreased from 2.4% to 1.4%.

Figure 41. Rhode Island E-Cigarette Unit Sales by Product Type

■ Disposable Devices
 ■ Prefilled Cartridges
 ■ E-Liquid



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

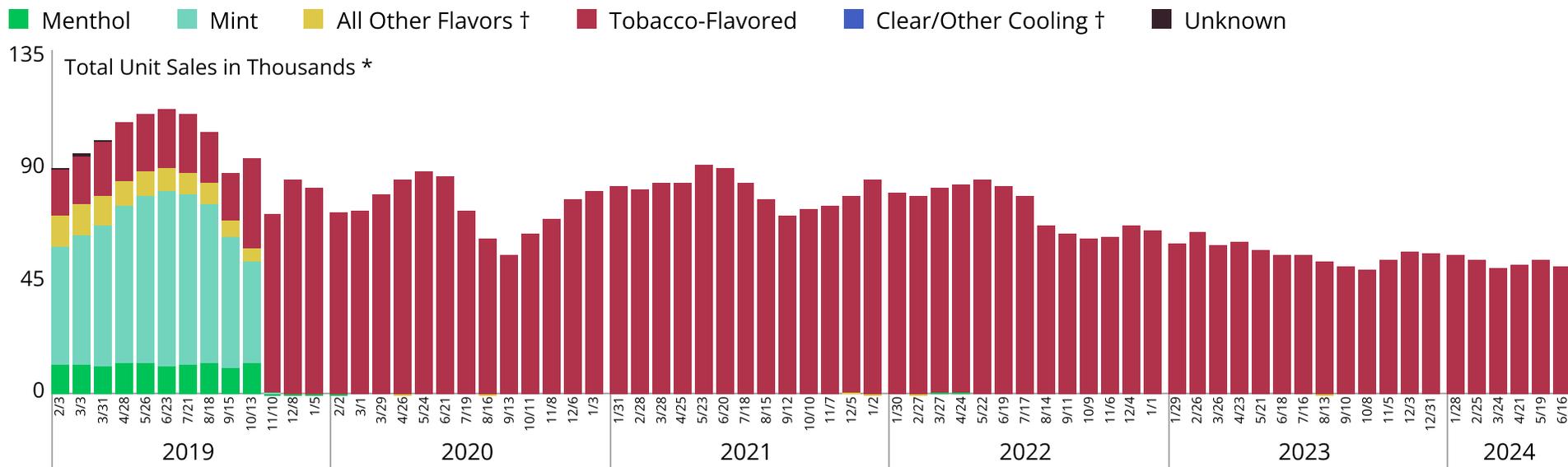
Trends of Unit Sales by Product Type Following Rhode Island’s Flavored E-cigarette Restriction

From 10/13/2019 to 6/16/2024, unless otherwise specified

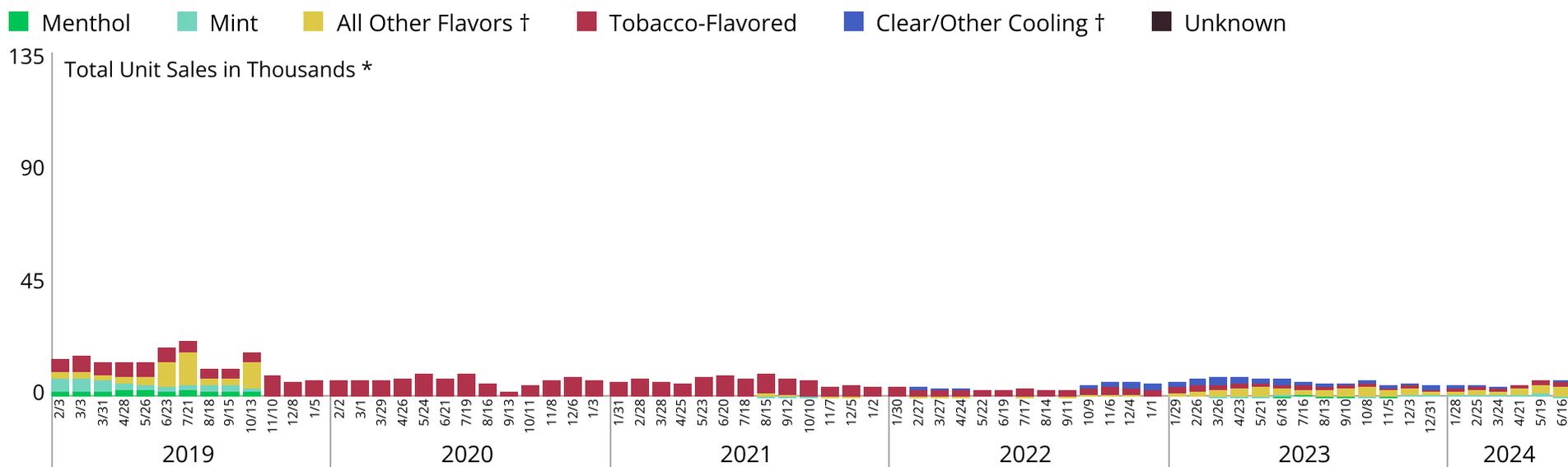
- Unit share of disposable devices decreased from 15.5% to 11.5%.
- Unit share of prefilled cartridges increased from 84.5% to 88.5%.

Figure 42. Rhode Island E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



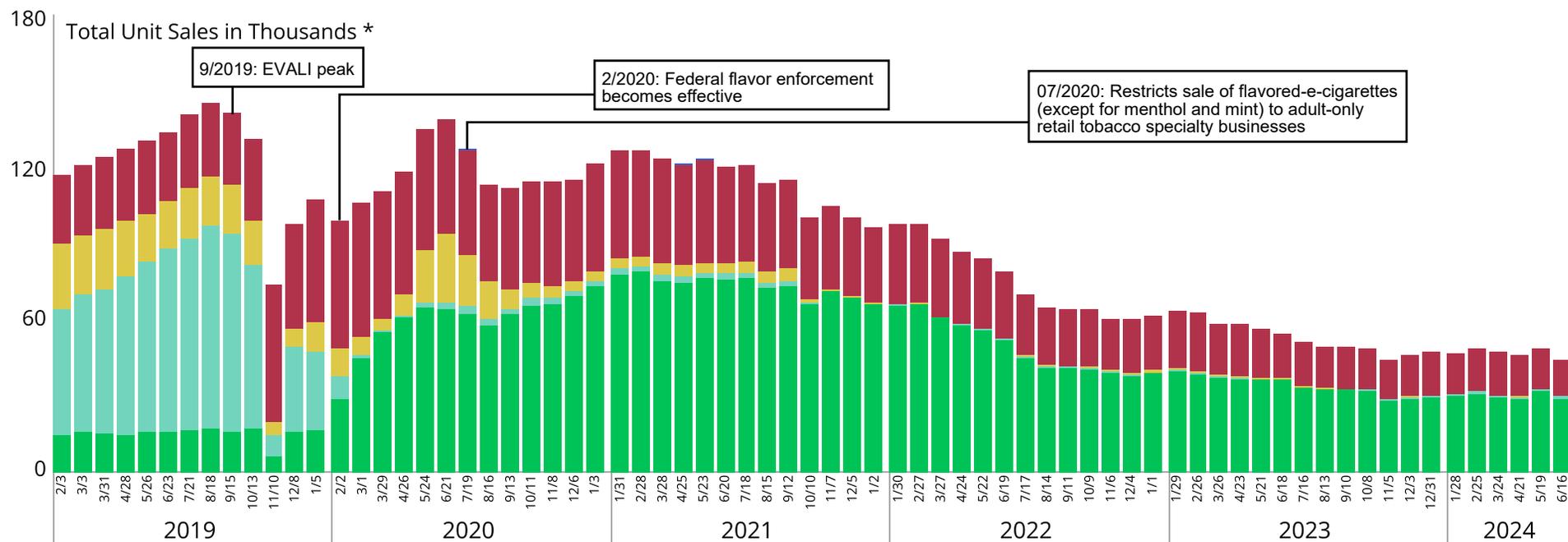
Disposable Devices



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 43. Utah E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following FDA’s flavor enforcement policy, monthly e-cigarette total unit sales decreased from 98.9 thousand to 44.6 thousand (-54.9%).

Tobacco-flavored e-cigarette sales decreased from 50.2 thousand to 14.3 thousand (-71.5%); unit share decreased from 50.8% to 32.1%.

Non-Tobacco-flavored e-cigarette sales decreased from 48.6 thousand to 30.3 thousand (-37.8%); unit share increased from 49.2% to 67.9%.

Menthol-flavored e-cigarette sales increased from 28.8 thousand to 29.1 thousand (+1.2%); unit share increased from 29.1% to 65.3%.

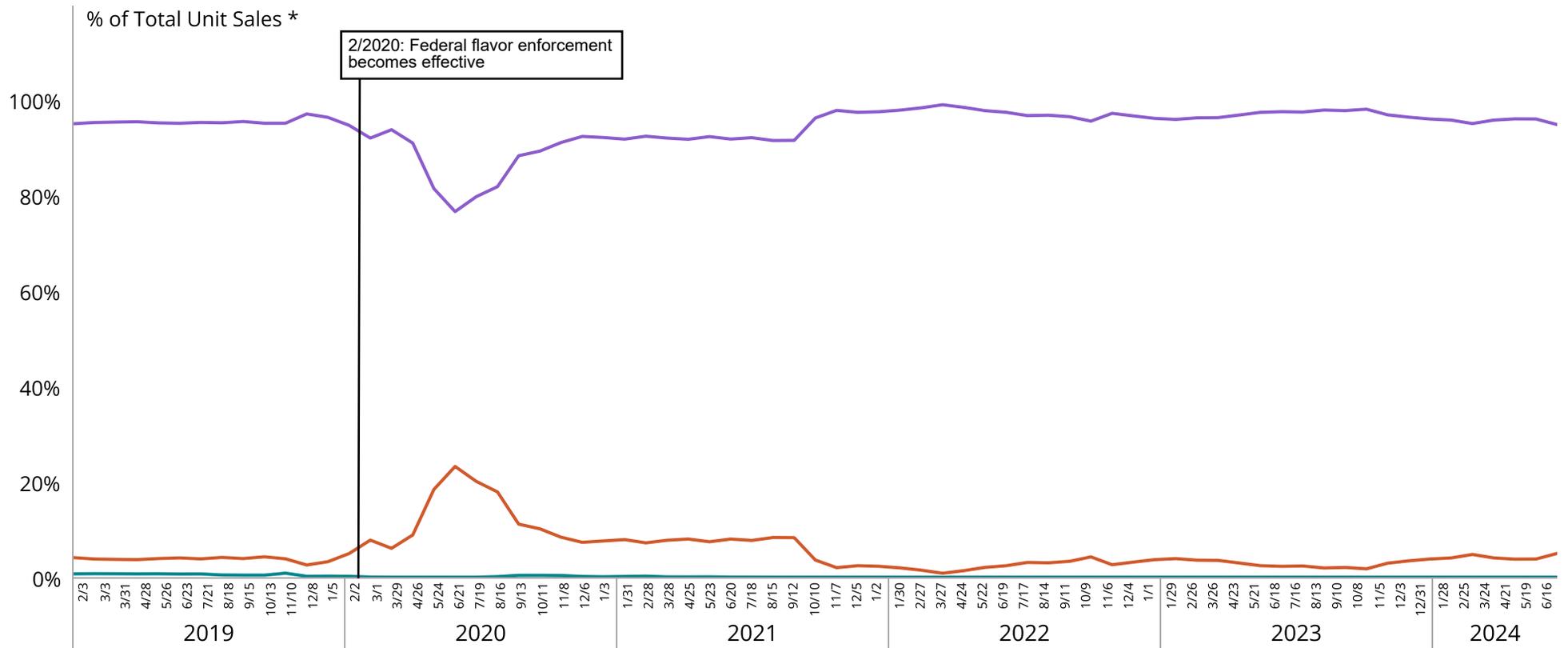
Mint-flavored e-cigarette sales decreased from 8.8 thousand to 0.7 thousand (-91.5%); unit share decreased from 8.9% to 1.7%.

All other-flavored e-cigarette sales decreased from 11.0 thousand to 0.4 thousand (-96.5%); unit share decreased from 11.1% to 0.9%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarettes had no sales.

Figure 44. Utah E-Cigarette Unit Sales by Product Type

■ Disposable Devices
 ■ Prefilled Cartridges
 ■ E-Liquid



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

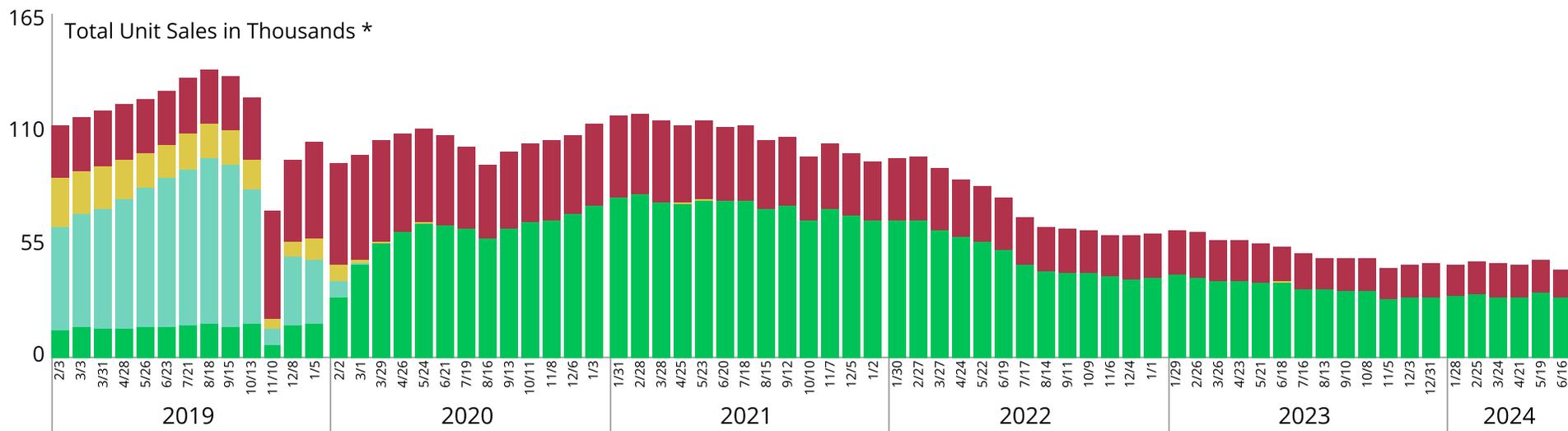
From 2/2/2020 to 6/16/2024, unless otherwise specified

- Unit share of disposable devices increased from 5.0% to 5.0%.
- Unit share of prefilled cartridges increased from 94.9% to 95.0%.

Figure 45. Utah E-Cigarette Unit Sales by Product Type and Flavor

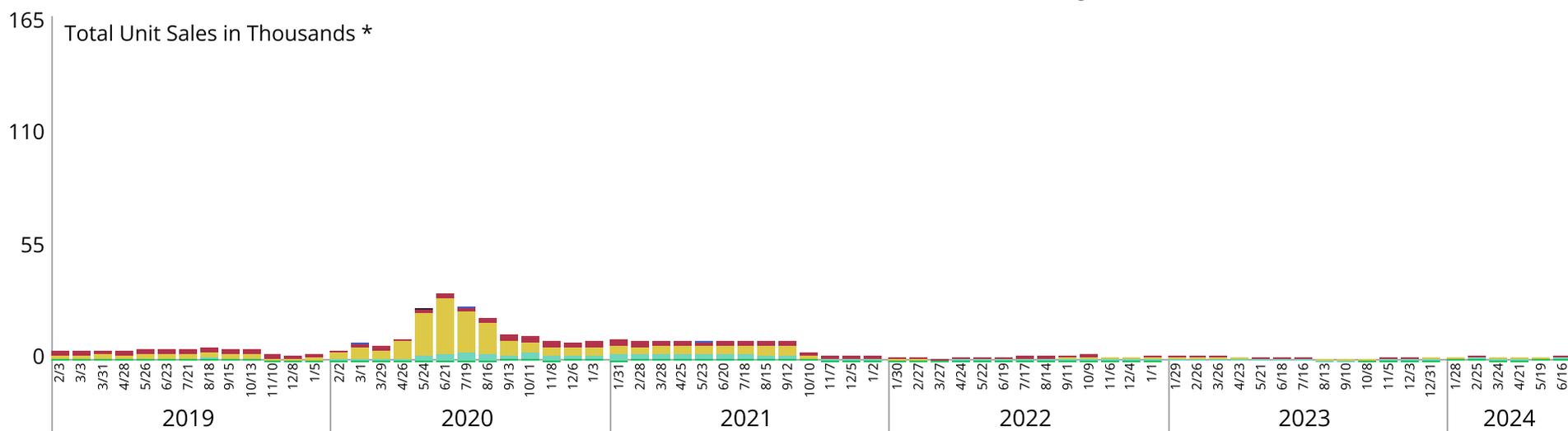
Prefilled Cartridges

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



Disposable Devices

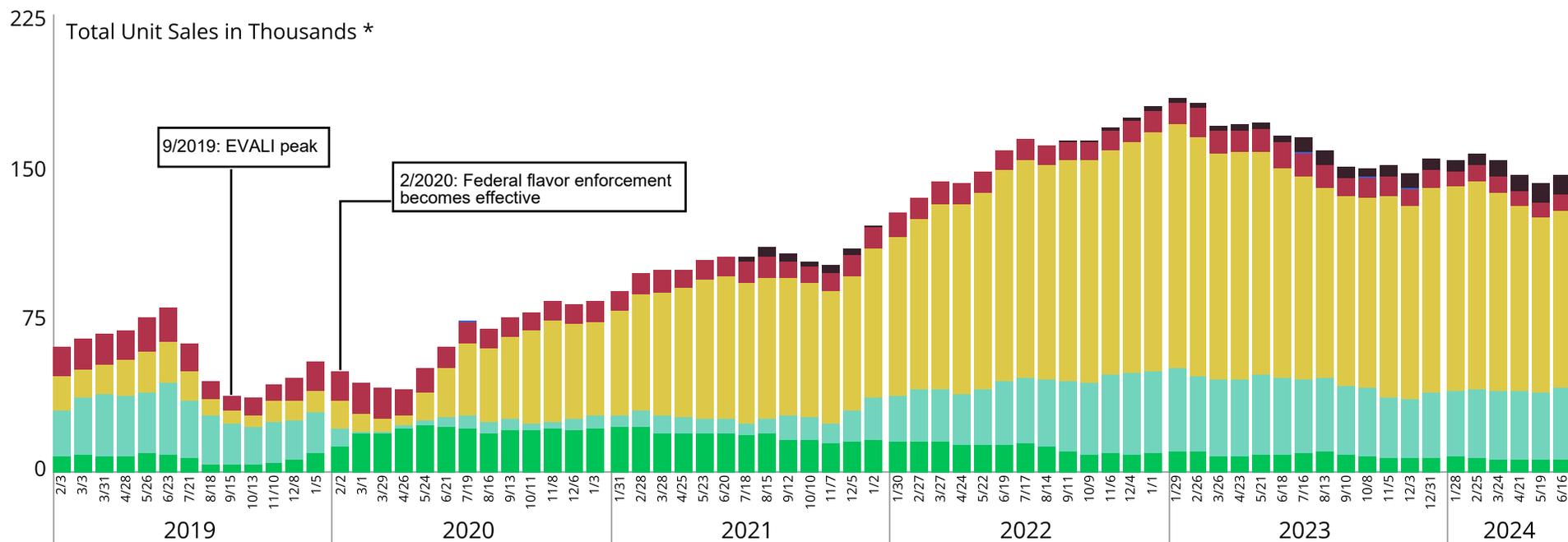
■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 46. Vermont E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following FDA’s flavor enforcement policy, monthly e-cigarette total unit sales increased from 50 thousand to 146.3 thousand (+193.0%).

Tobacco-flavored e-cigarette sales decreased from 14.8 thousand to 8.0 thousand (-46.1%); unit share decreased from 29.7% to 5.5%.

Non-Tobacco-flavored e-cigarette sales increased from 35.1 thousand to 128.8 thousand (+266.7%); unit share increased from 70.3% to 88.0%.

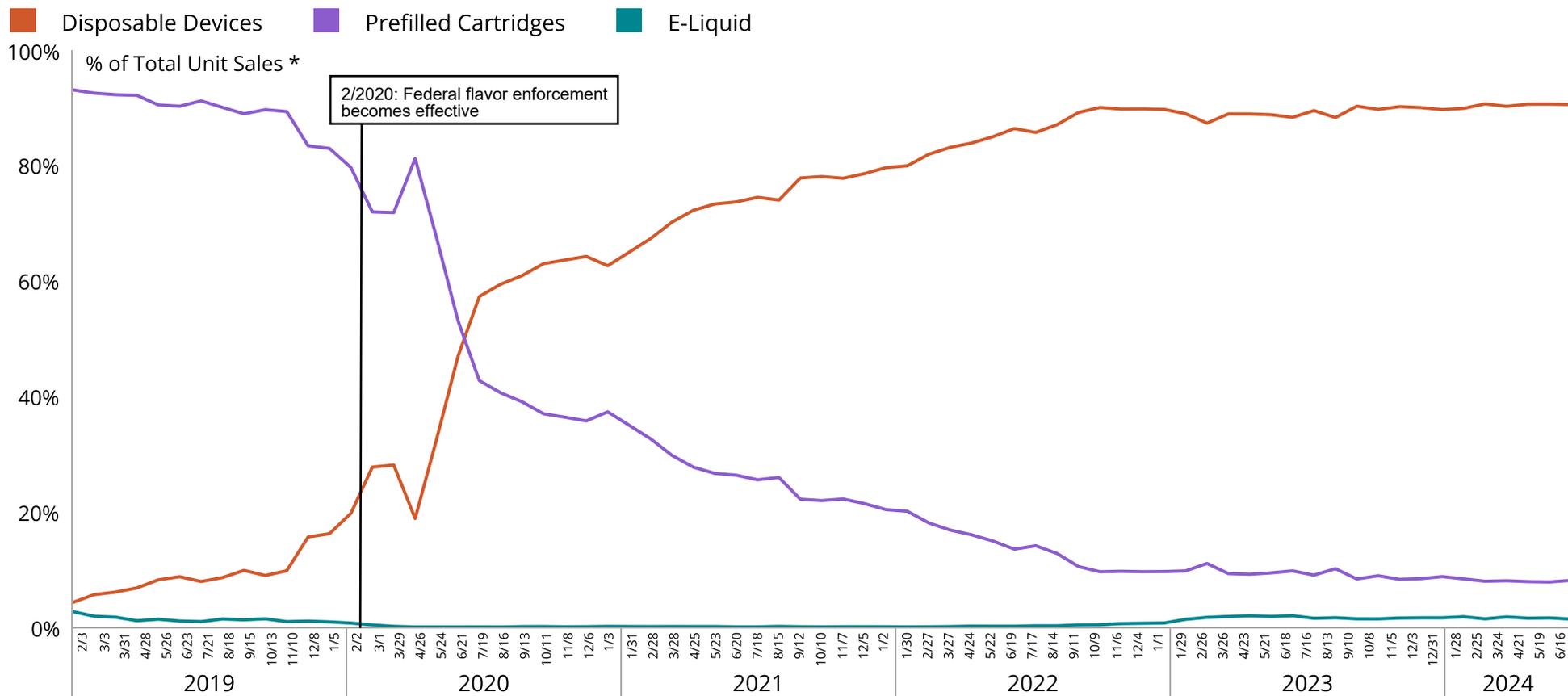
Menthol-flavored e-cigarette sales decreased from 13.1 thousand to 6.4 thousand (-50.8%); unit share decreased from 26.2% to 4.4%.

Mint-flavored e-cigarette sales increased from 8.8 thousand to 35.3 thousand (+302.5%); unit share increased from 17.5% to 24.1%.

All other-flavored e-cigarette sales increased from 13.3 thousand to 87.1 thousand (+556.0%); unit share increased from 26.6% to 59.5%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarettes had no sales.

Figure 47. Vermont E-Cigarette Unit Sales by Product Type



2/2/2020: Federal flavor enforcement becomes effective

* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

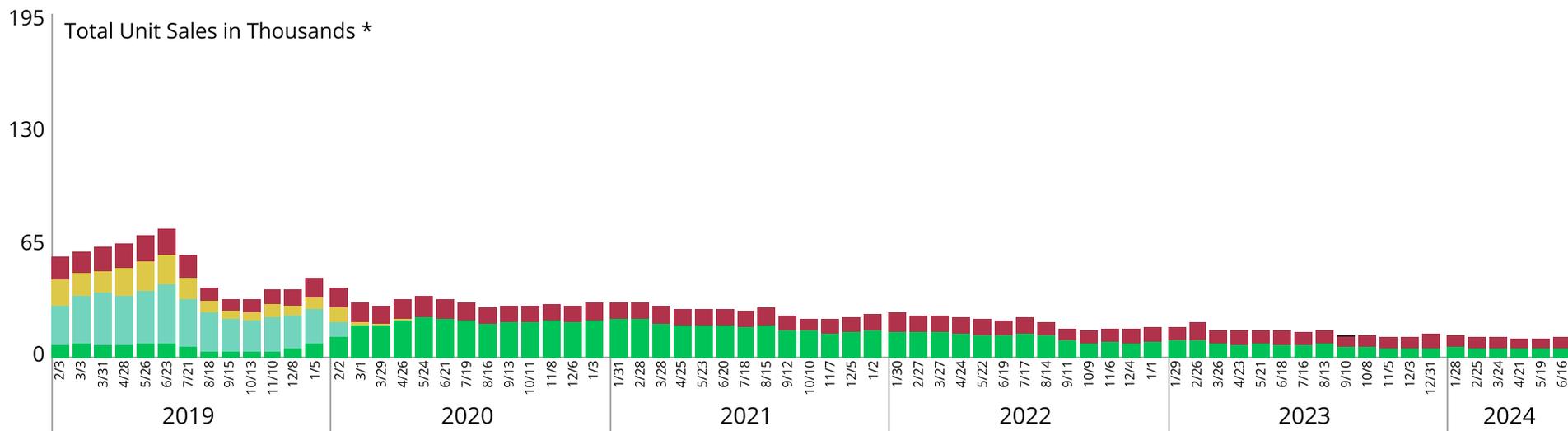
From 2/2/2020 to 6/16/2024, unless otherwise specified

- Unit share of disposable devices increased from 19.7% to 90.6%.
- Unit share of prefilled cartridges decreased from 79.6% to 8.1%.

Figure 48. Vermont E-Cigarette Unit Sales by Product Type and Flavor

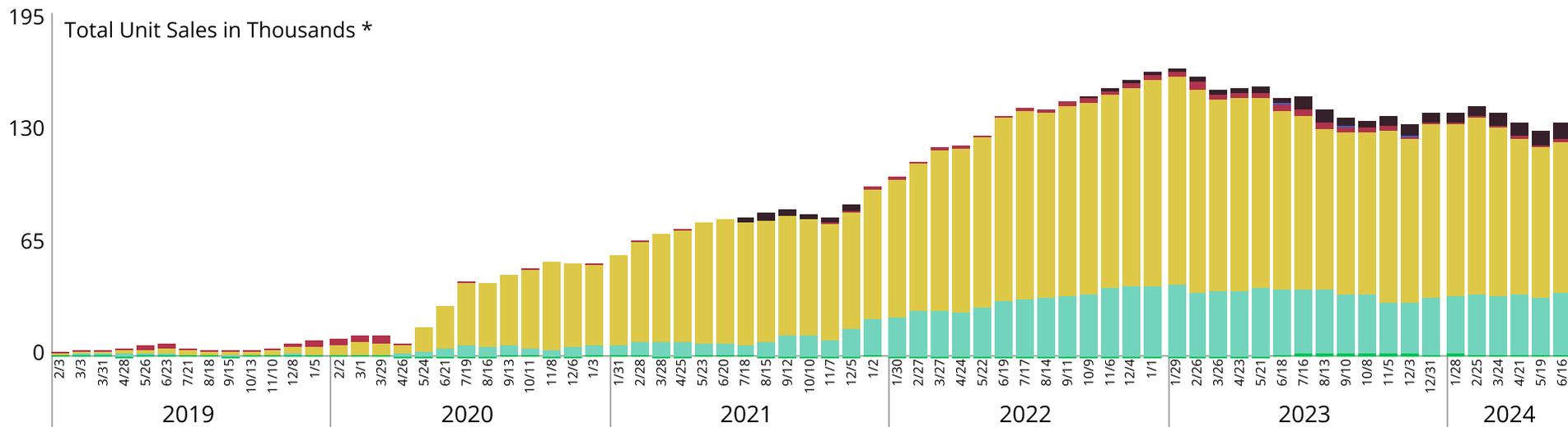
Prefilled Cartridges

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



Disposable Devices

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown

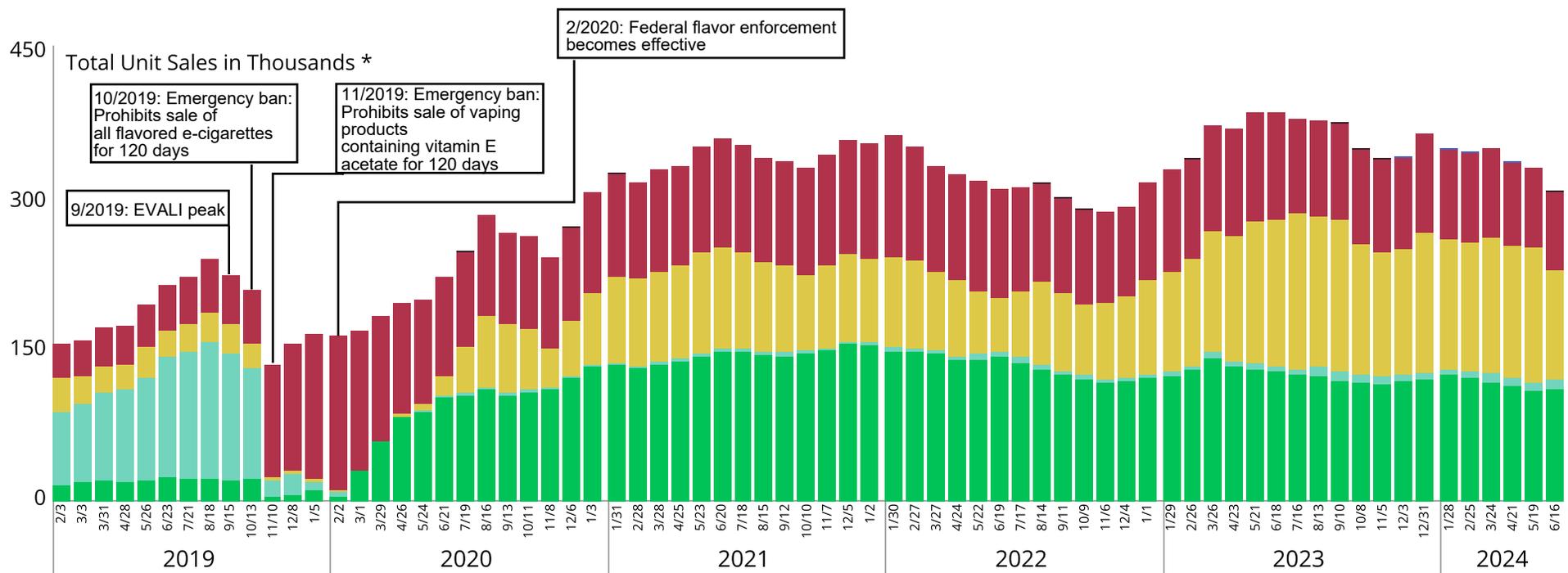


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Figure 49. Washington E-Cigarette Unit Sales by Flavor

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

From 2/2/2020 to 6/16/2024, unless otherwise specified

Following Washington's temporary flavored e-cigarette restriction, monthly e-cigarette total unit sales decreased by 21.8% from 10/13/2019 to 2/2/2020 (from 209 thousand to 163.5 thousand)

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 163.5 thousand to 306.5 thousand (+87.4%).

Tobacco-flavored e-cigarette sales decreased from 152.8 thousand to 77.2 thousand (-49.5%); unit share decreased from 93.5% to 25.2%.

Non-Tobacco-flavored e-cigarette sales increased from 10.7 thousand to 228.6 thousand (+2,037.1%); unit share increased from 6.5% to 74.6%.

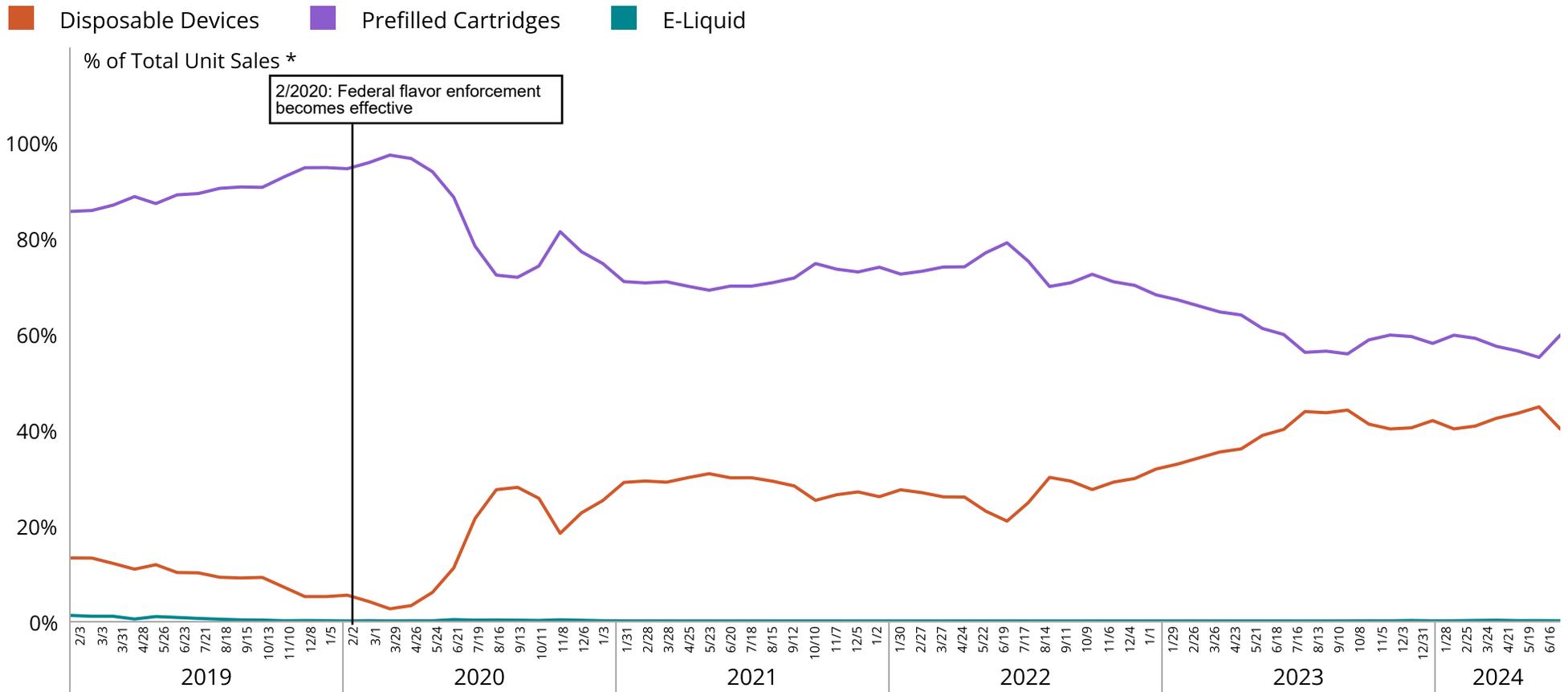
Menthol-flavored e-cigarette sales increased from 5.0 thousand to 111.1 thousand (+2,110.9%); unit share increased from 3.1% to 36.3%.

Mint-flavored e-cigarette sales increased from 4.2 thousand to 8.7 thousand (+107.0%); unit share increased from 2.6% to 2.8%.

All other-flavored e-cigarette sales increased from 1.5 thousand to 108.3 thousand (+7,296.1%); unit share increased from 0.9% to 35.3%.

Between 12/4/2022 and 6/16/2024 clear/other cooling flavored e-cigarette sales increased from 0.0 to 0.6 thousand (+3,769.7%); unit share increased from 0.0% to 0.2%.

Figure 50. Washington E-Cigarette Unit Sales by Product Type



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

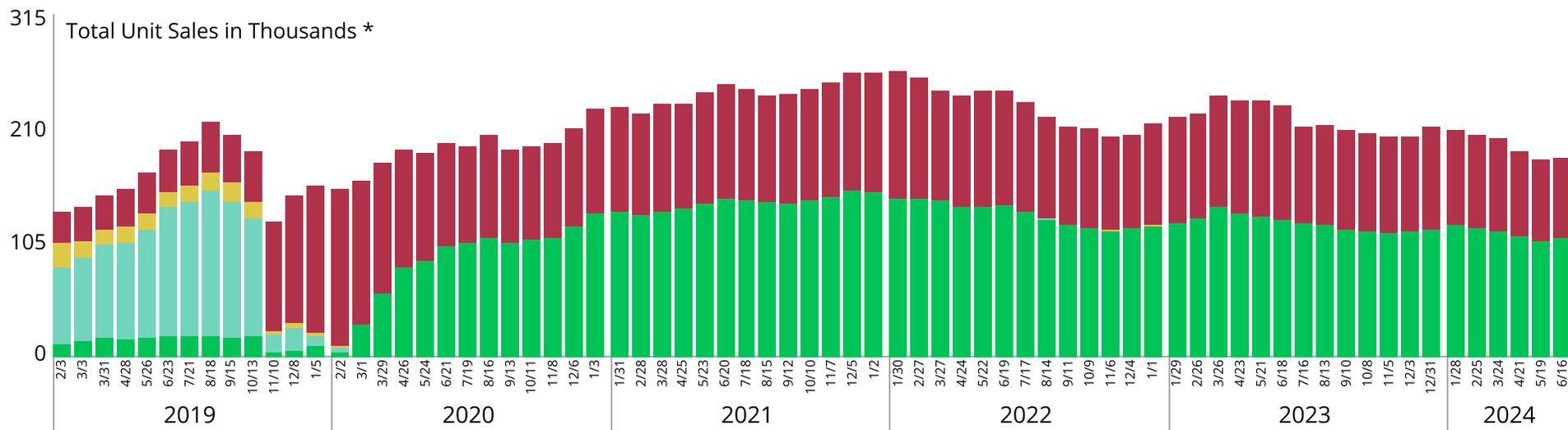
From 2/2/2020 to 6/16/2024, unless otherwise specified

- Unit share of disposable devices increased from 5.4% to 40.2%.
- Unit share of prefilled cartridges decreased from 94.6% to 59.8%.

Figure 51. Washington E-Cigarette Unit Sales by Product Type and Flavor

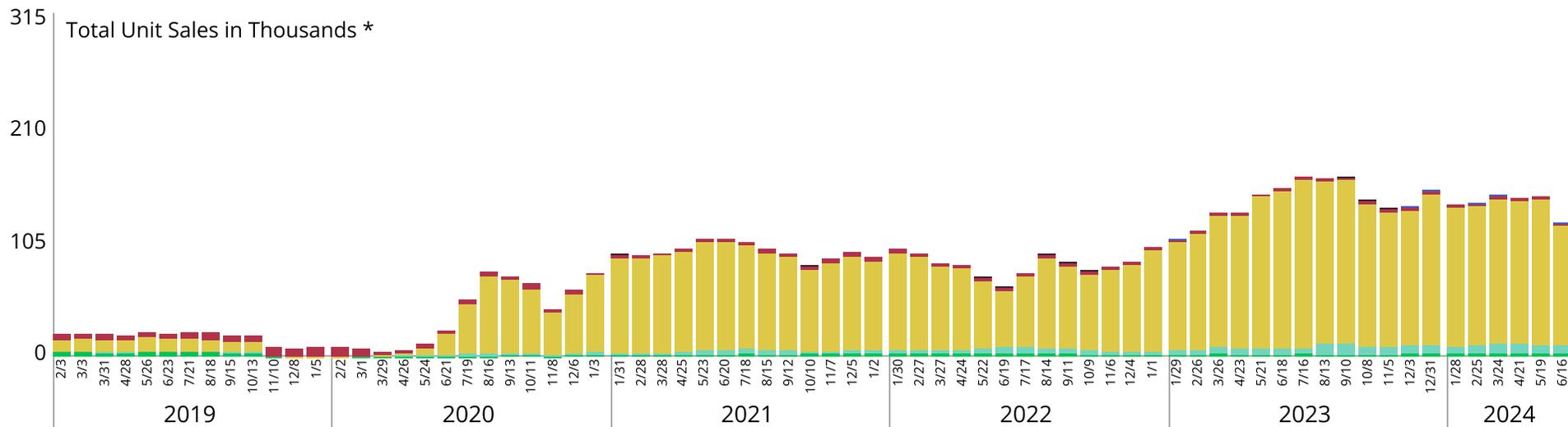
Prefilled Cartridges

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



Disposable Devices

■ Menthol
 ■ Mint
 ■ All Other Flavors †
 ■ Tobacco-Flavored
 ■ Clear/Other Cooling †
 ■ Unknown



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.
 † 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; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)