

## Monitoring Sales: State Trends

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

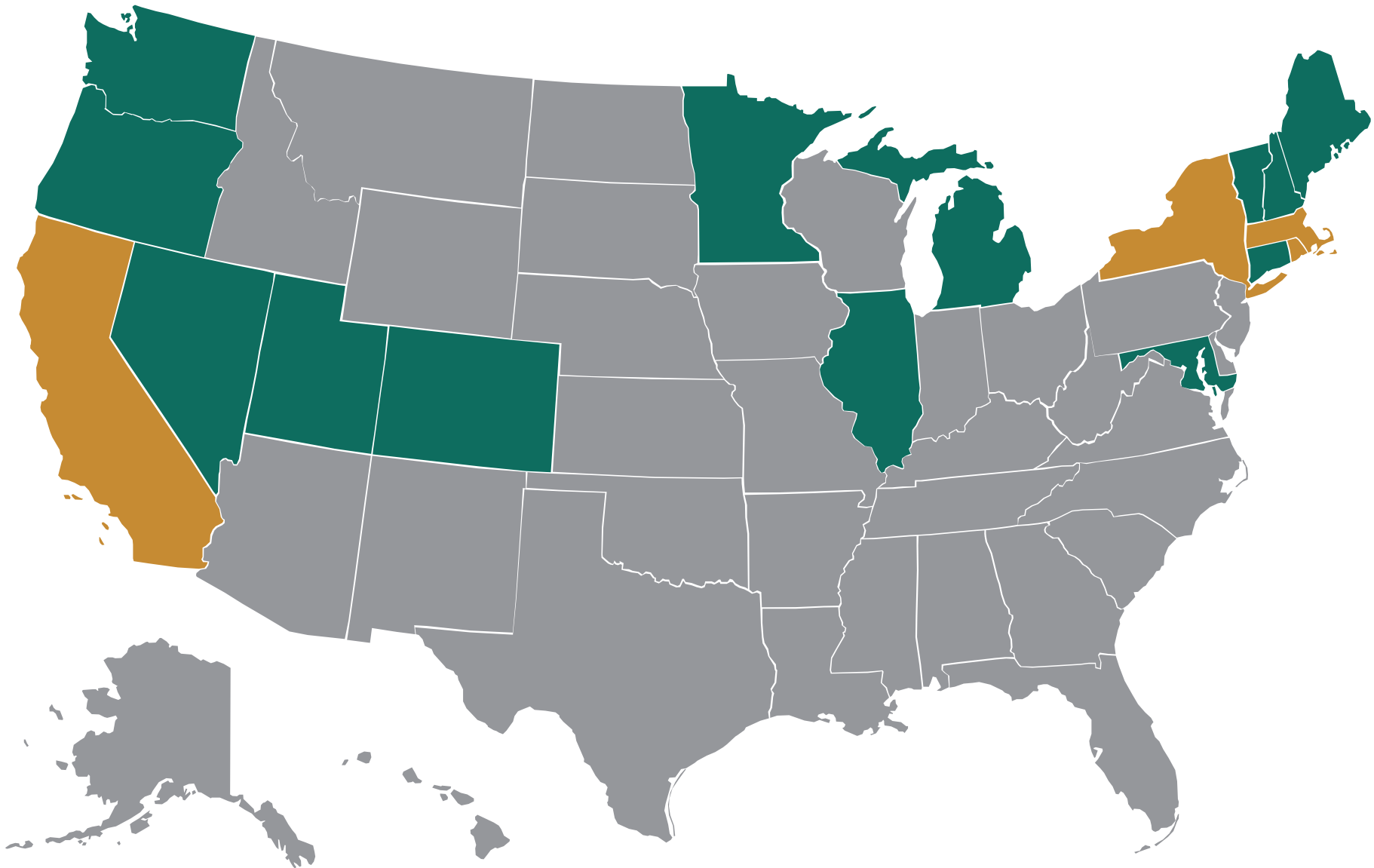
### Other Relevant Issues

- 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 September 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 and 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](#).

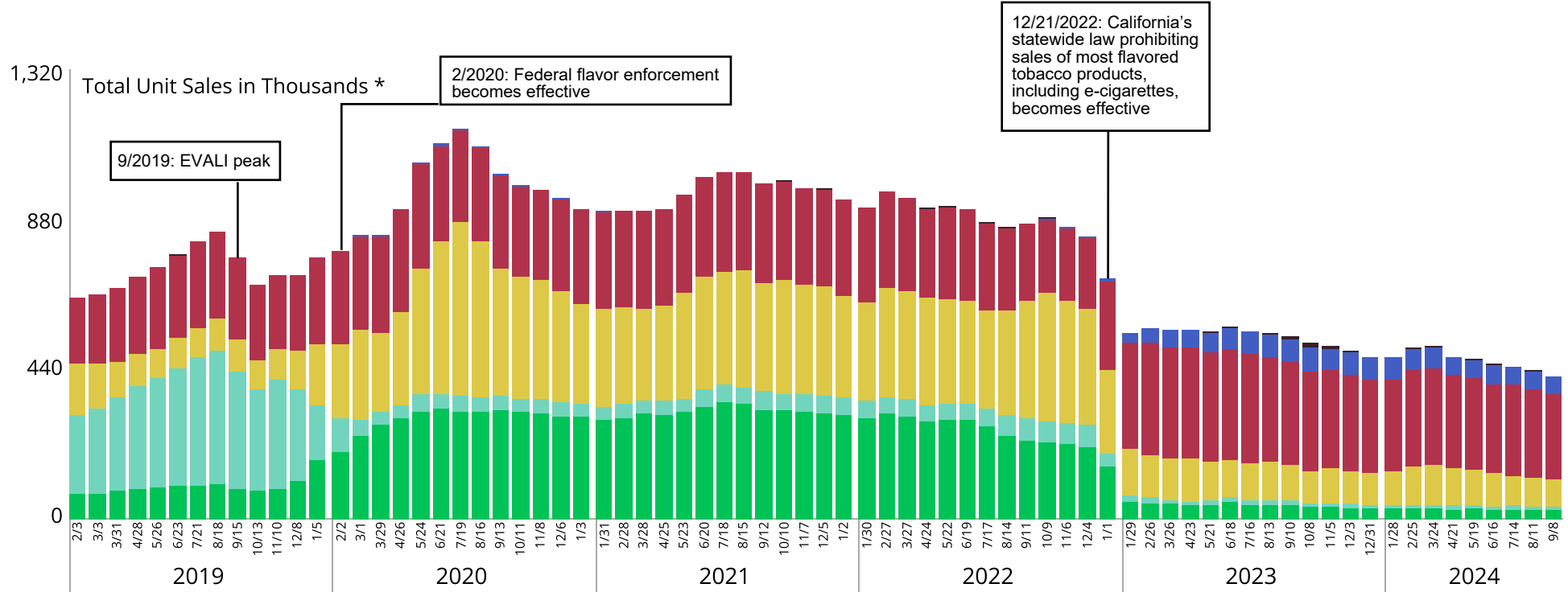
## States Presented in the Data Brief



- States included in this data brief (Rest of Available States)
- States included in this data brief (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 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 California's Flavored E-cigarette Restriction

### From 12/4/2022 to 9/8/2024, unless otherwise specified

Following California's implementation of flavored tobacco restrictions, monthly e-cigarette total unit sales decreased from 831.6 thousand to 419.4 thousand (-49.6%).

California's decline in e-cigarette sales between December 2022 and 9/8/2024 represents 15.7% (i.e., 412.2 thousand units out of 2625.5 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 250.5 thousand (+21.5%); unit share increased from 24.8% to 59.7%.

Non-Tobacco-flavored e-cigarette sales decreased from 624.0 thousand to 167.0 thousand (-73.2%); unit share decreased from 75.0% to 39.8%.

Menthol-flavored e-cigarette sales decreased from 211.8 thousand to 29.1 thousand (-86.2%); unit share decreased from 25.5% to 6.9%.

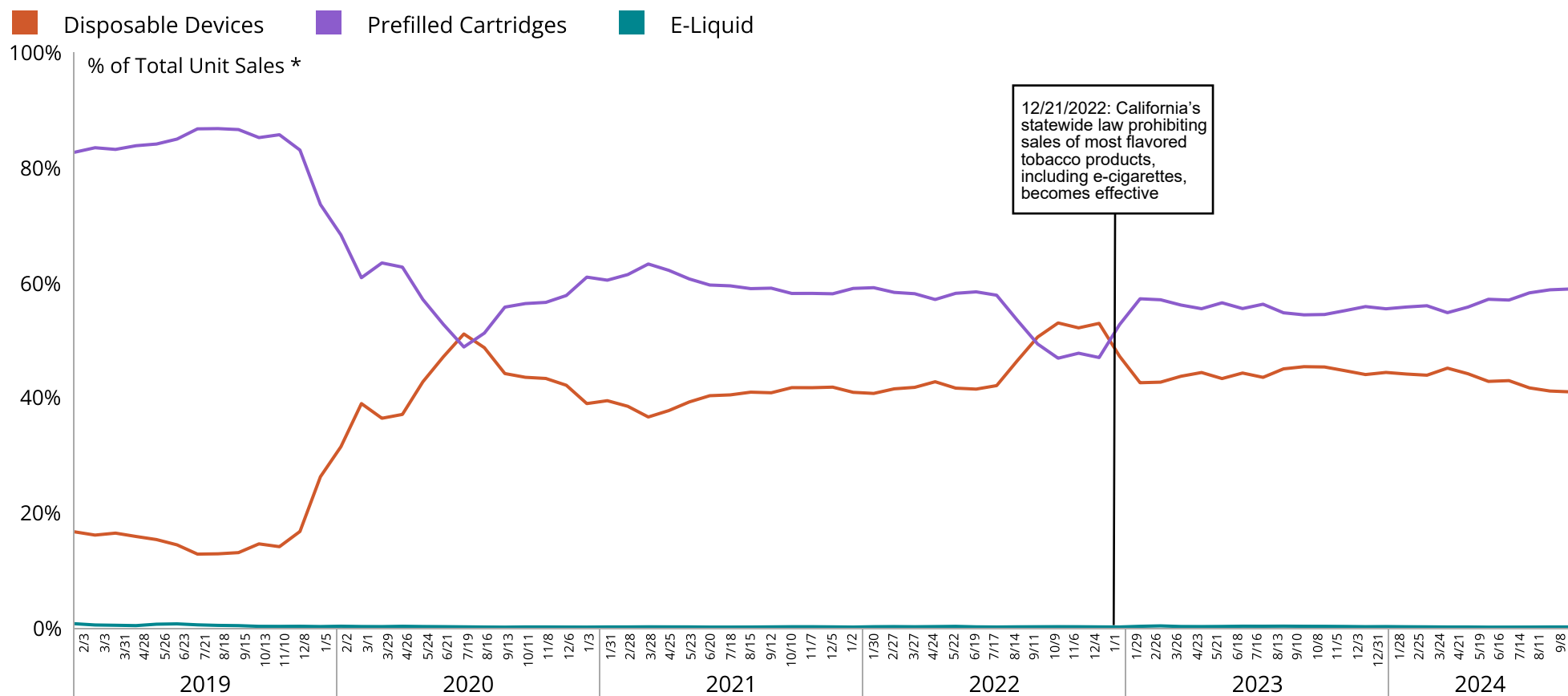
Mint-flavored e-cigarette sales decreased from 64.7 thousand to 9.1 thousand (-85.9%); unit share decreased from 7.8% to 2.2%.

All other-flavored e-cigarette sales decreased from 340.0 thousand to 80.8 thousand (-76.2%); unit share decreased from 40.9% to 19.3%.

All clear/other cooling flavored e-cigarette sales increased from 7.5 thousand to 48.0 thousand (+537.4%); unit share increased from 0.9% to 11.4%.

As of 9/8/2024, disposable e-cigarettes represent 90.9% of sales of prohibited flavored e-cigarettes in California.

## Figure 2. California E-Cigarette Unit Share 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 Share by Product Type Following California's Flavored E-cigarette Restriction

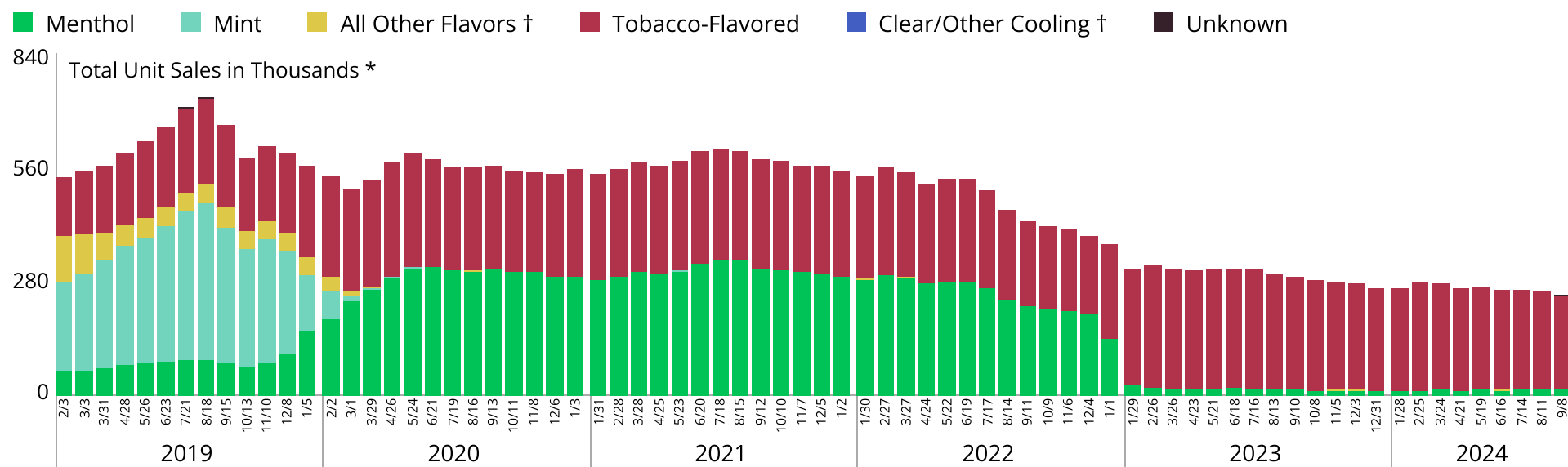
From 12/4/2022 to 9/8/2024, unless otherwise specified

Unit share of disposable devices decreased from 52.9% to 41.0% (-11.9%); unit sales decreased from 439.8 thousand to 171.9 thousand.

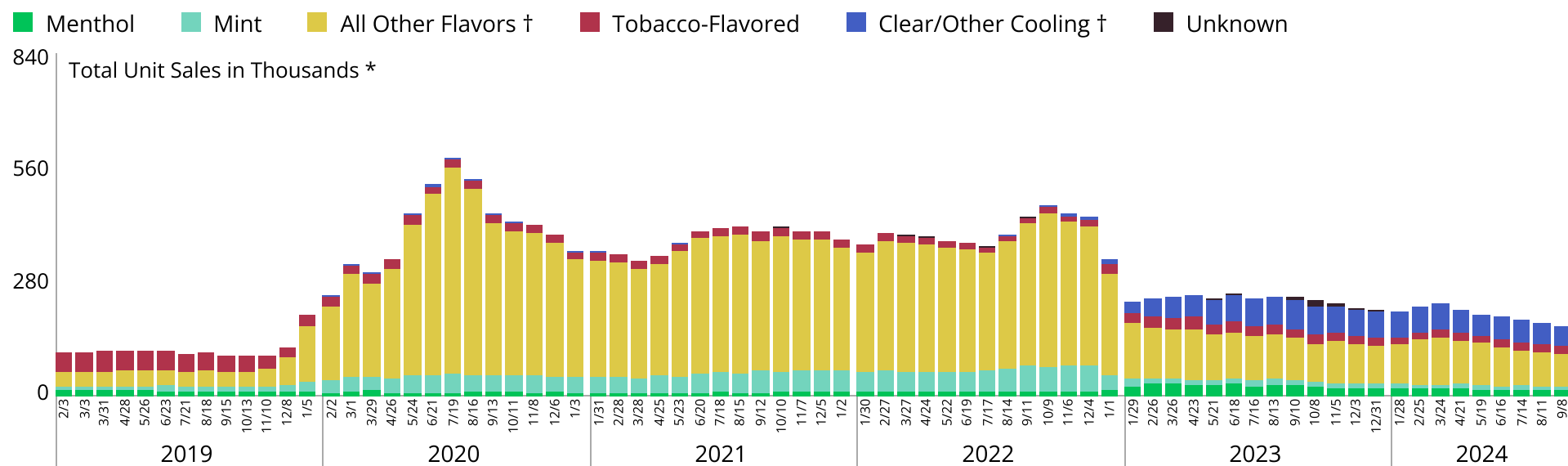
Unit share of prefilled cartridges increased from 46.9% to 58.9% (+11.9%); unit sales decreased from 390.4 thousand to 246.9 thousand.

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

### Prefilled Cartridges



### Disposable Devices

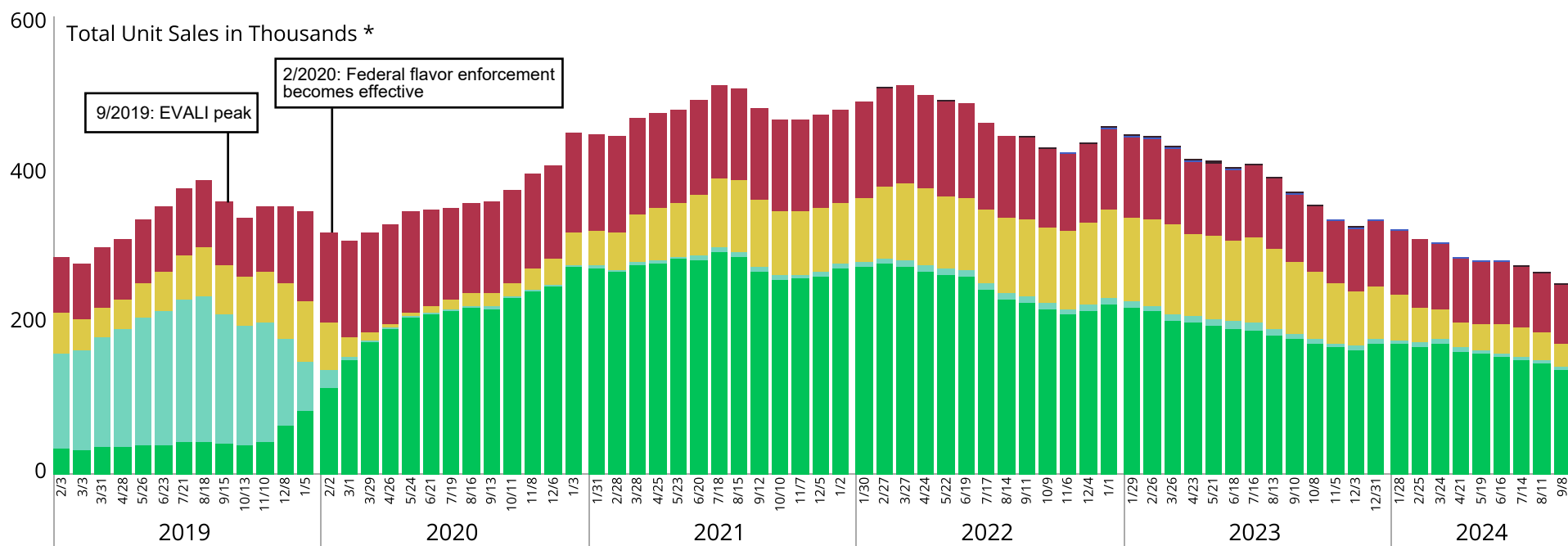


\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 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.

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

#### From 2/2/2020 to 9/8/2024, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales decreased from 317.3 thousand to 249.9 thousand (-21.2%).

Tobacco-flavored e-cigarette sales decreased from 117.8 thousand to 75.2 thousand (-36.2%); unit share decreased from 37.1% to 30.1%.

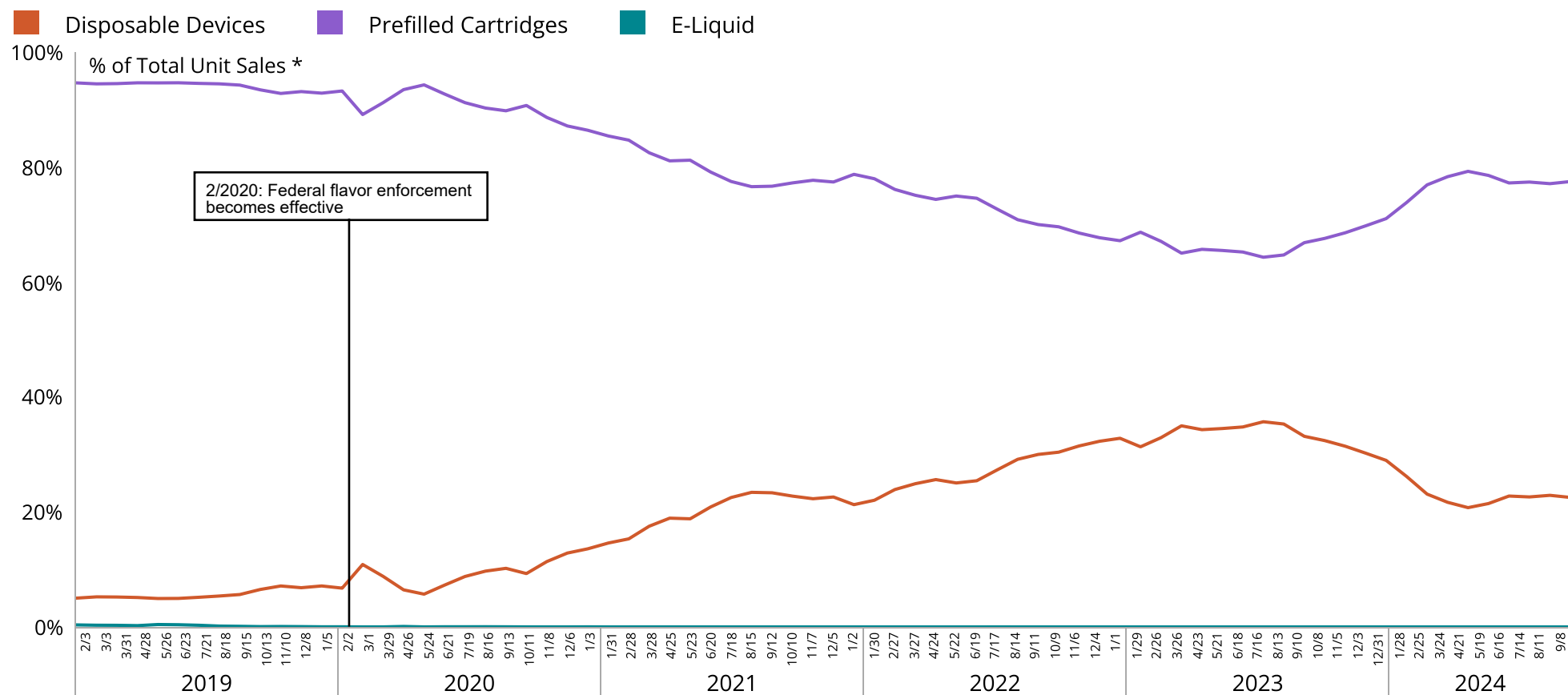
Non-Tobacco-flavored e-cigarette sales decreased from 199.5 thousand to 173.4 thousand (-13.1%); unit share increased from 62.9% to 69.4%.

Menthol-flavored e-cigarette sales increased from 112.7 thousand to 136.5 thousand (+21.2%); unit share increased from 35.5% to 54.6%.

Mint-flavored e-cigarette sales decreased from 24.7 thousand to 4.3 thousand (-82.5%); unit share decreased from 7.8% to 1.7%.

All other-flavored e-cigarette sales decreased from 62.1 thousand to 31.5 thousand (-49.3%); unit share decreased from 19.6% to 12.6%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales decreased from 1.1 thousand to 1.0 thousand (-4.0%); unit share increased from 0.3% to 0.4%.

**Figure 5. Colorado E-Cigarette Unit Share 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.

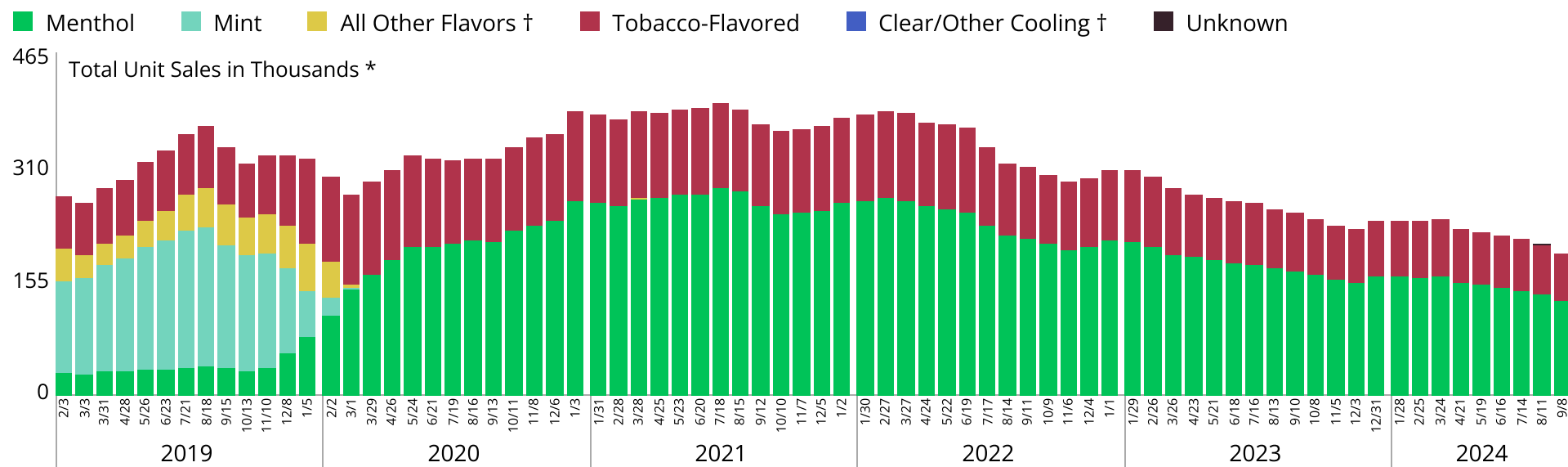
### Trends of Unit Share by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 9/8/2024, unless otherwise specified

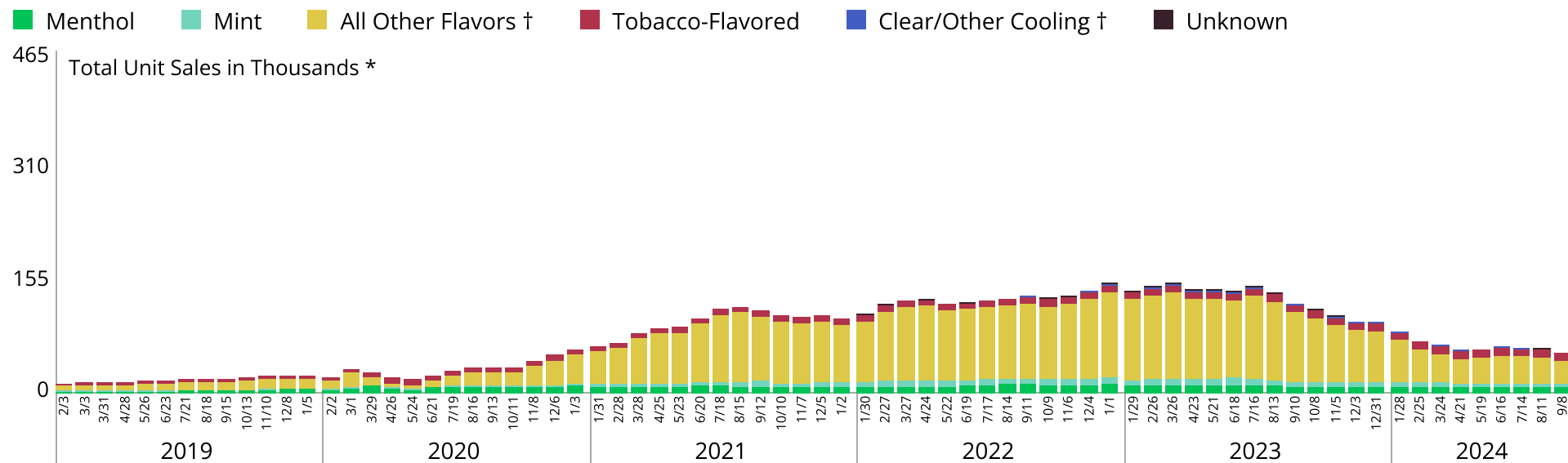
- Unit share of disposable devices increased from 6.7% to 22.5% (+15.8%); unit sales increased from 21.4 thousand to 56.3 thousand.
- Unit share of prefilled cartridges decreased from 93.2% to 77.5% (-15.8%); unit sales decreased from 295.8 thousand to 193.6 thousand.

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

### Prefilled Cartridges



### Disposable Devices



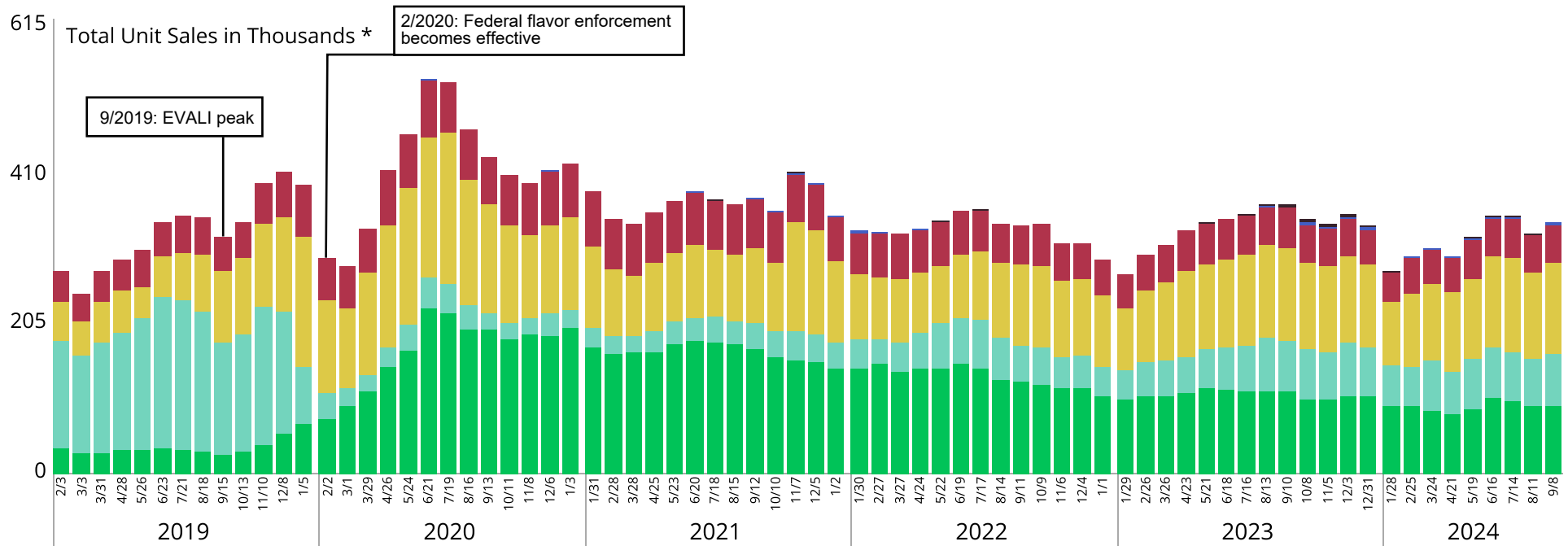
\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 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.

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

#### From 2/2/2020 to 9/8/2024, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 291 thousand to 340.7 thousand (+17.1%).

Tobacco-flavored e-cigarette sales decreased from 56.7 thousand to 50.5 thousand (-11.0%); unit share decreased from 19.5% to 14.8%.

Non-Tobacco-flavored e-cigarette sales increased from 234.3 thousand to 288.9 thousand (+23.3%); unit share increased from 80.5% to 84.8%.

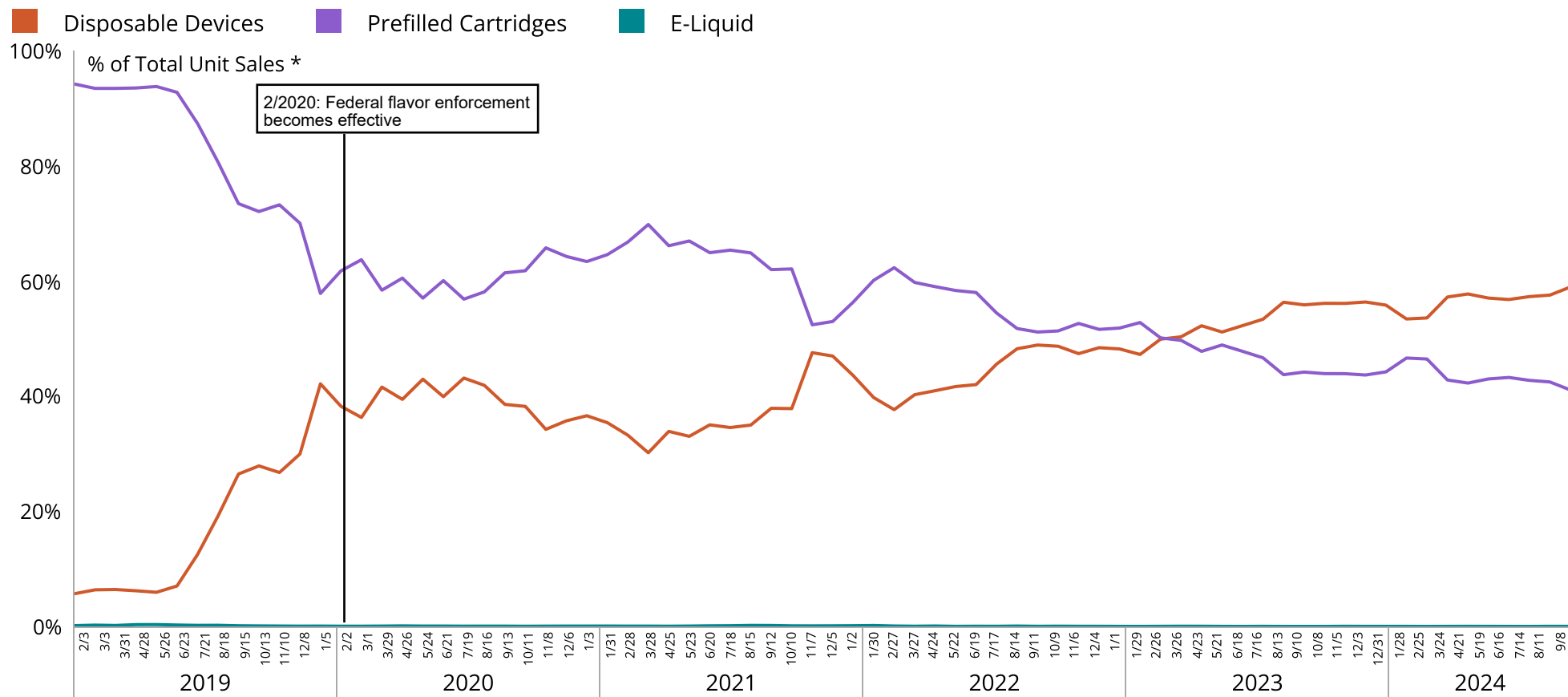
Menthol-flavored e-cigarette sales increased from 74.7 thousand to 92.2 thousand (+23.4%); unit share increased from 25.7% to 27.0%.

Mint-flavored e-cigarette sales increased from 34.3 thousand to 69.7 thousand (+103.5%); unit share increased from 11.8% to 20.5%.

All other-flavored e-cigarette sales decreased from 125.3 thousand to 124.2 thousand (-0.9%); unit share decreased from 43.1% to 36.5%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales increased from 0.2 thousand to 2.8 thousand (+1,184.3%); unit share increased from 0.1% to 0.8%.

## Figure 8. Connecticut E-Cigarette Unit Share 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 Share by Product Type Following FDA's Flavor Enforcement Policy

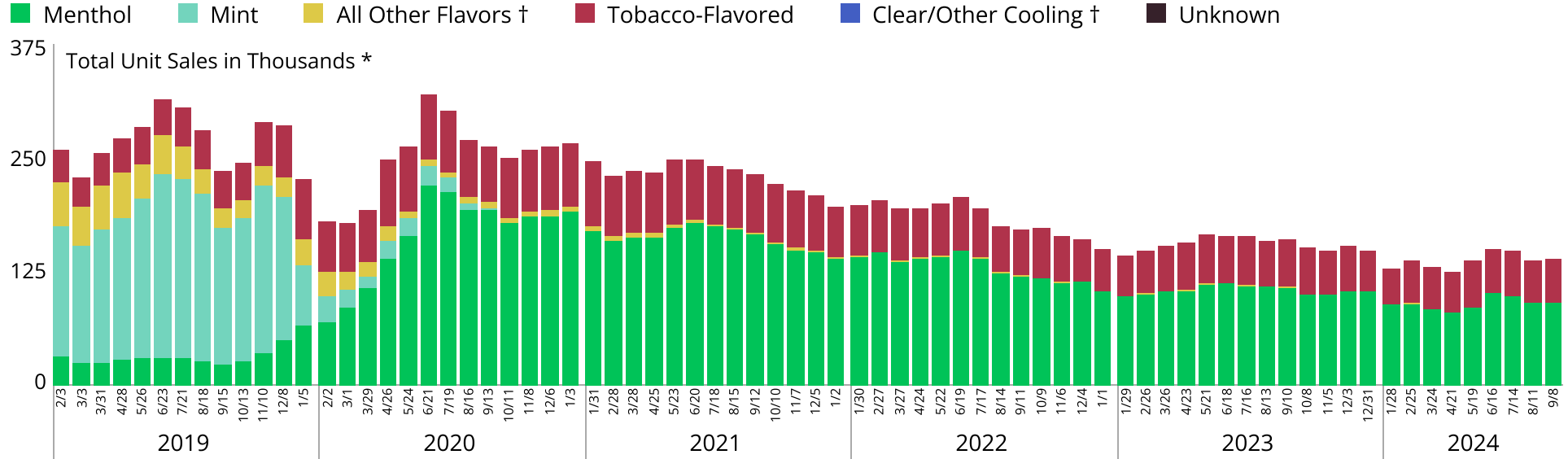
From 2/2/2020 to 9/8/2024, unless otherwise specified

Unit share of disposable devices increased from 38.2% to 58.9% (+20.7%); unit sales increased from 111.2 thousand to 200.8 thousand.

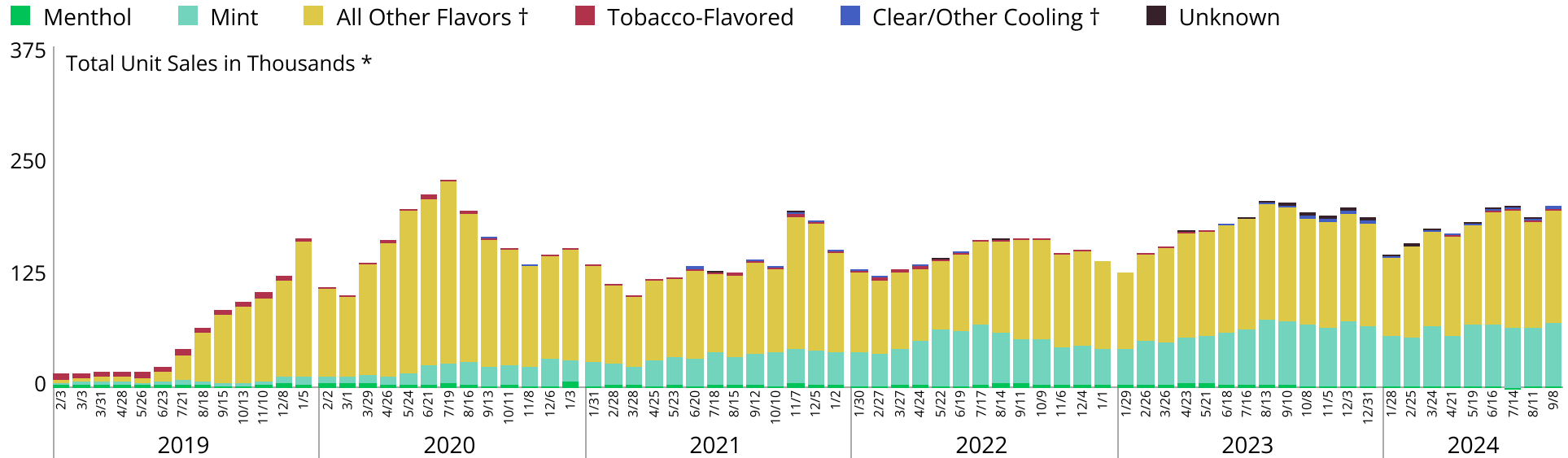
Unit share of prefilled cartridges decreased from 61.7% to 41.1% (-20.7%); unit sales decreased from 179.6 thousand to 139.9 thousand.

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

### Prefilled Cartridges



### Disposable Devices

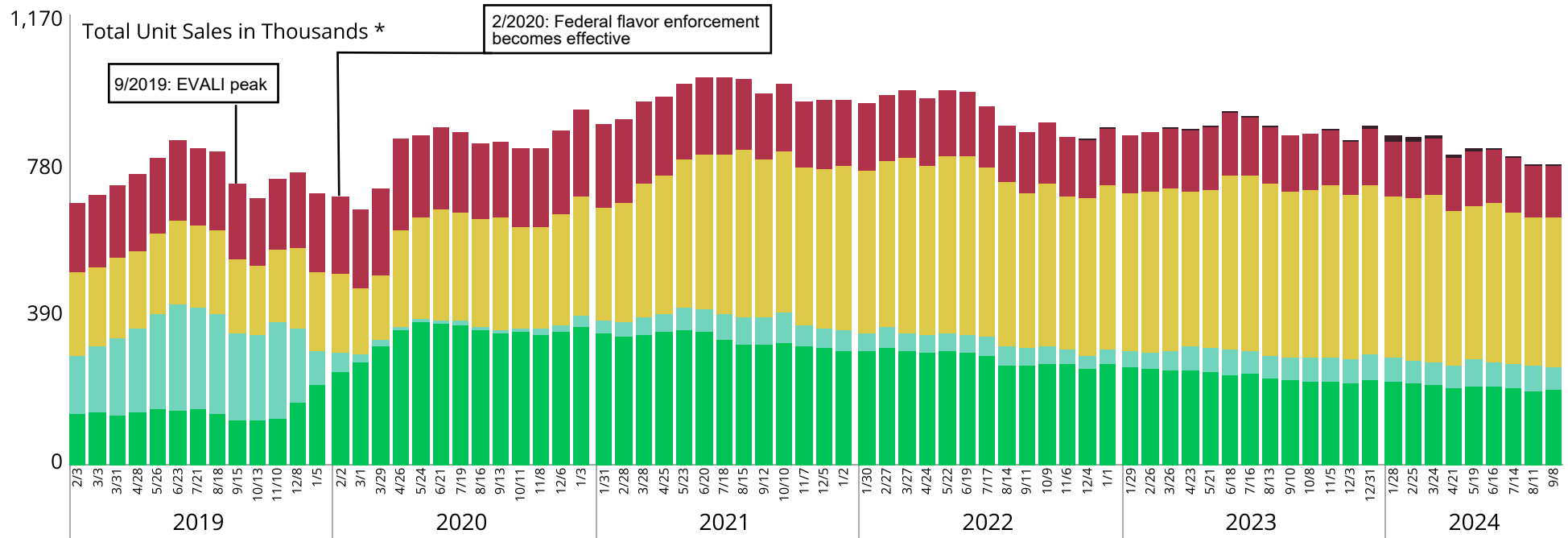


\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 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.

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

#### From 2/2/2020 to 9/8/2024, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 696.3 thousand to 780.8 thousand (+12.1%).

Tobacco-flavored e-cigarette sales decreased from 198.3 thousand to 134.3 thousand (-32.3%); unit share decreased from 28.5% to 17.2%.

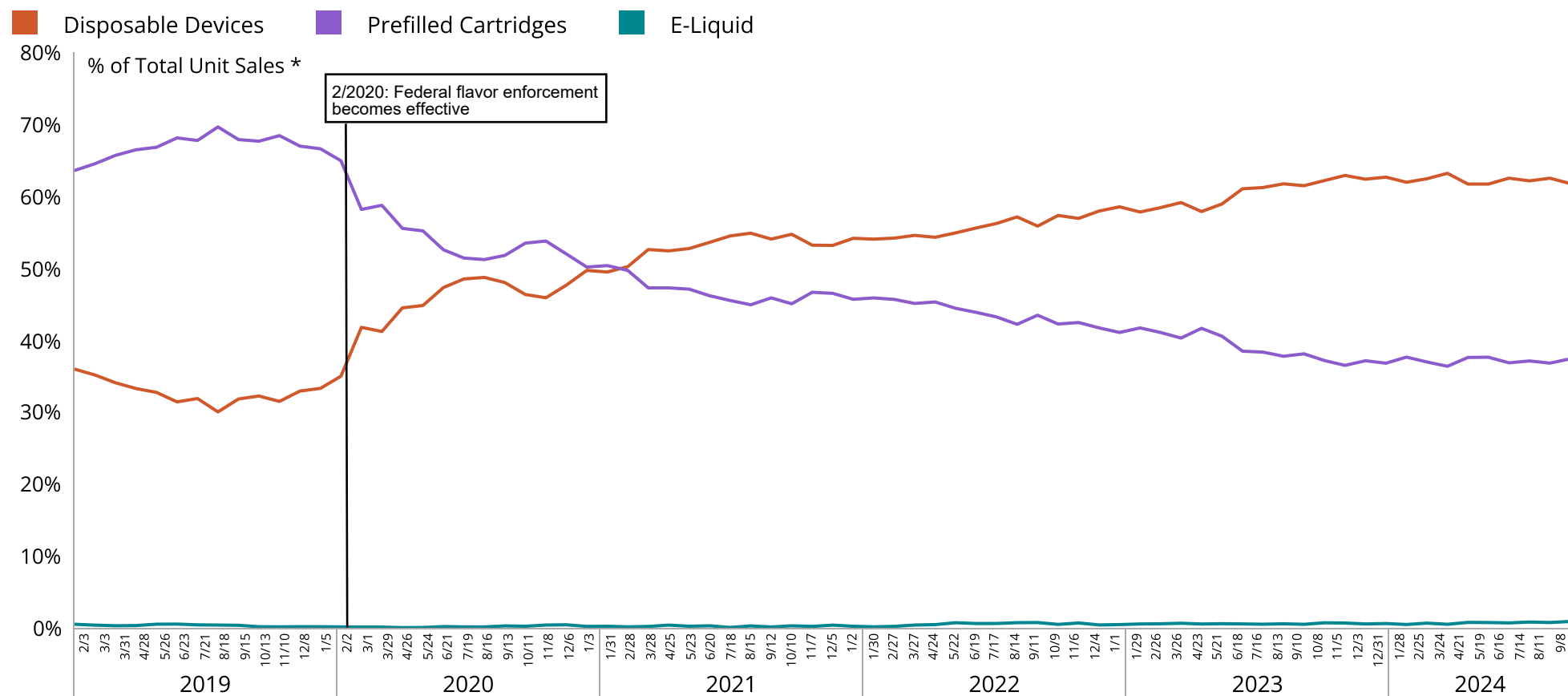
Non-Tobacco-flavored e-cigarette sales increased from 498.0 thousand to 642.4 thousand (+29.0%); unit share increased from 71.5% to 82.3%.

Menthol-flavored e-cigarette sales decreased from 241.0 thousand to 194.2 thousand (-19.4%); unit share decreased from 34.6% to 24.9%.

Mint-flavored e-cigarette sales increased from 50.9 thousand to 58.5 thousand (+15.0%); unit share increased from 7.3% to 7.5%.

All other-flavored e-cigarette sales increased from 206.1 thousand to 389.6 thousand (+89.0%); unit share increased from 29.6% to 49.9%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales increased from 0.0 to 0.1 thousand (+5,772.2%); unit share increased from 0.0% to 0.0%.

**Figure 11. Illinois E-Cigarette Unit Share 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 Share by Product Type Following FDA's Flavor Enforcement Policy

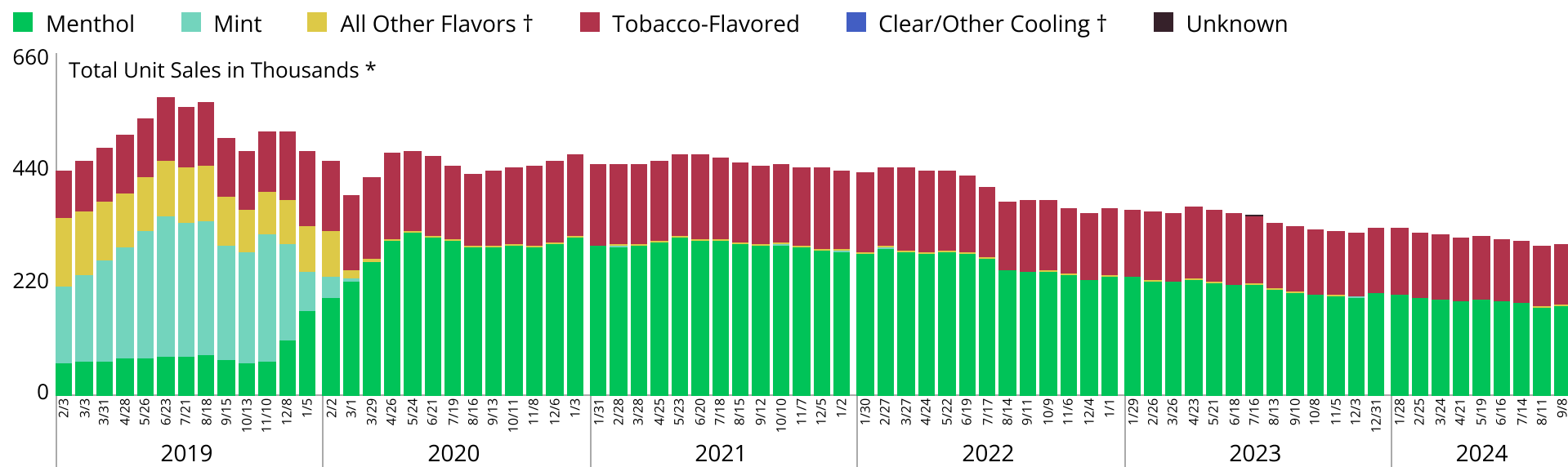
From 2/2/2020 to 9/8/2024, unless otherwise specified

Unit share of disposable devices increased from 35.0% to 61.7% (+26.8%); unit sales increased from 243.4 thousand to 482 thousand.

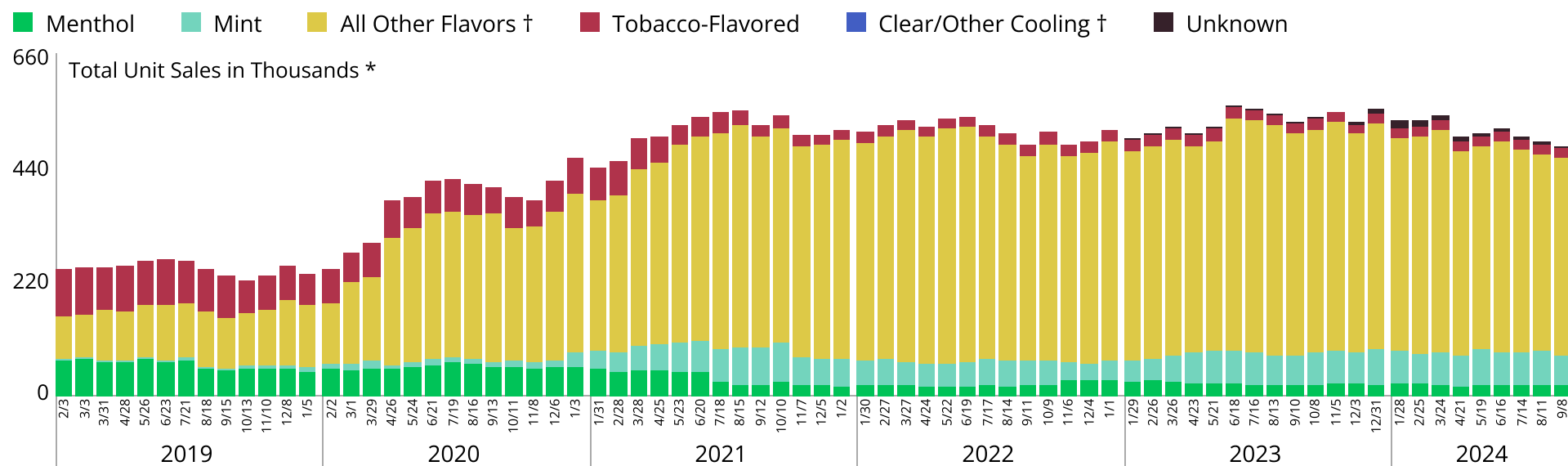
Unit share of prefilled cartridges decreased from 64.9% to 37.4% (-27.5%); unit sales decreased from 451.9 thousand to 291.9 thousand.

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

### Prefilled Cartridges



### Disposable Devices

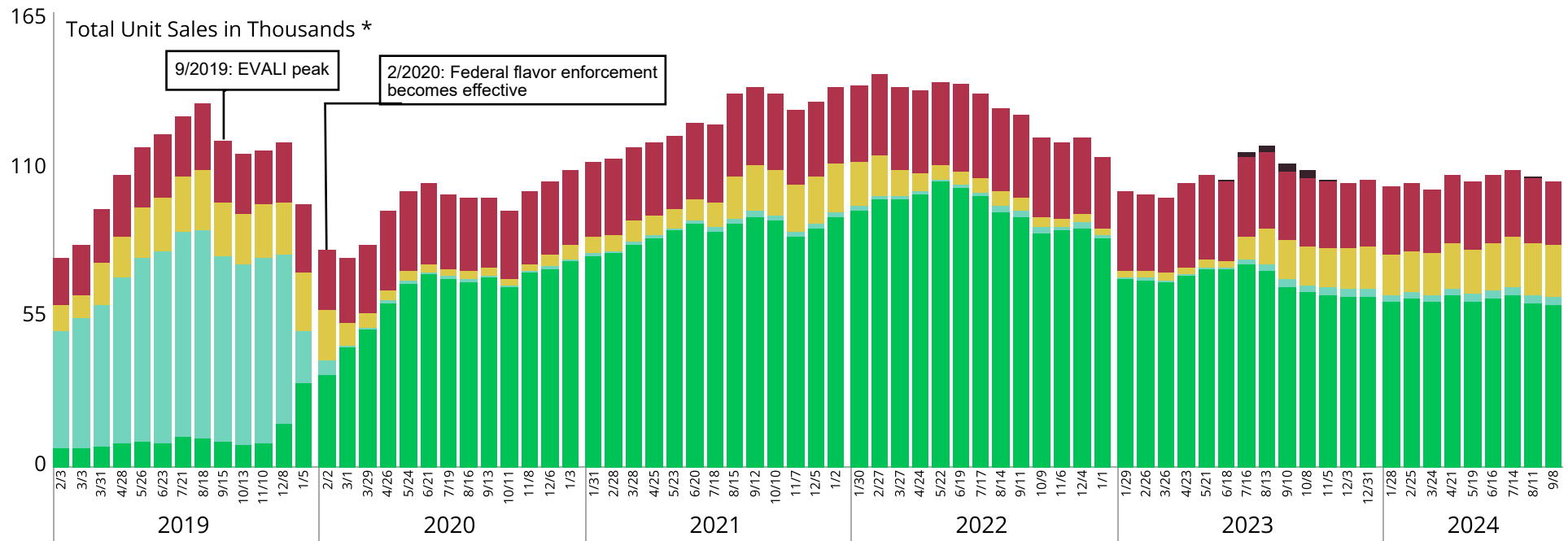


\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 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.

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

#### From 2/2/2020 to 9/8/2024, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 78.9 thousand to 103.6 thousand (+31.3%).

Tobacco-flavored e-cigarette sales increased from 21.6 thousand to 22.8 thousand (+5.4%); unit share decreased from 27.4% to 22.0%.

Non-Tobacco-flavored e-cigarette sales increased from 57.3 thousand to 80.7 thousand (+40.9%); unit share increased from 72.6% to 77.9%.

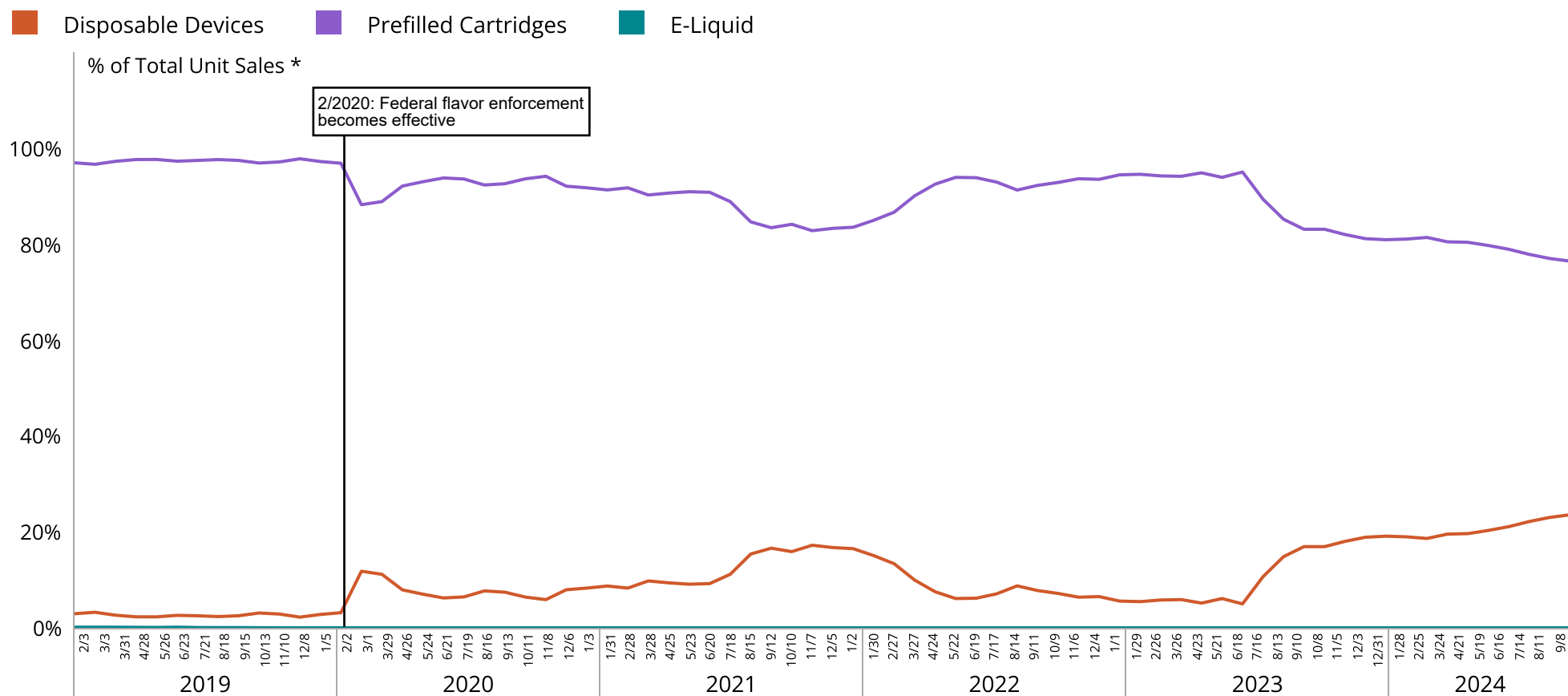
Menthol-flavored e-cigarette sales increased from 33.7 thousand to 58.9 thousand (+74.9%); unit share increased from 42.7% to 56.8%.

Mint-flavored e-cigarette sales decreased from 5.2 thousand to 3.0 thousand (-42.5%); unit share decreased from 6.5% to 2.9%.

All other-flavored e-cigarette sales increased from 18.4 thousand to 18.8 thousand (+2.1%); unit share decreased from 23.4% to 18.2%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarettes had no sales.

## Figure 14. Maine E-Cigarette Unit Share 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 Share by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 9/8/2024, unless otherwise specified

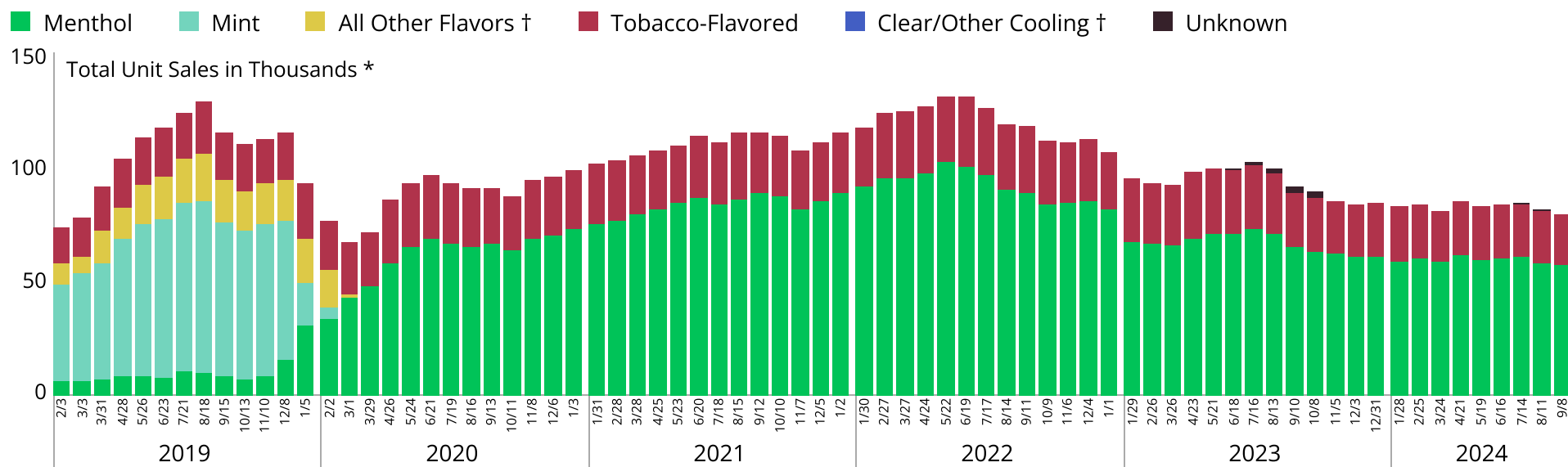
Unit share of disposable devices increased from 3.2% to 23.6% (+20.4%); unit sales increased from 2.5 thousand to 24.4 thousand.

Unit share of prefilled cartridges decreased from 96.8% to 76.4% (-20.4%); unit sales increased from 76.4 thousand to 79.2 thousand.

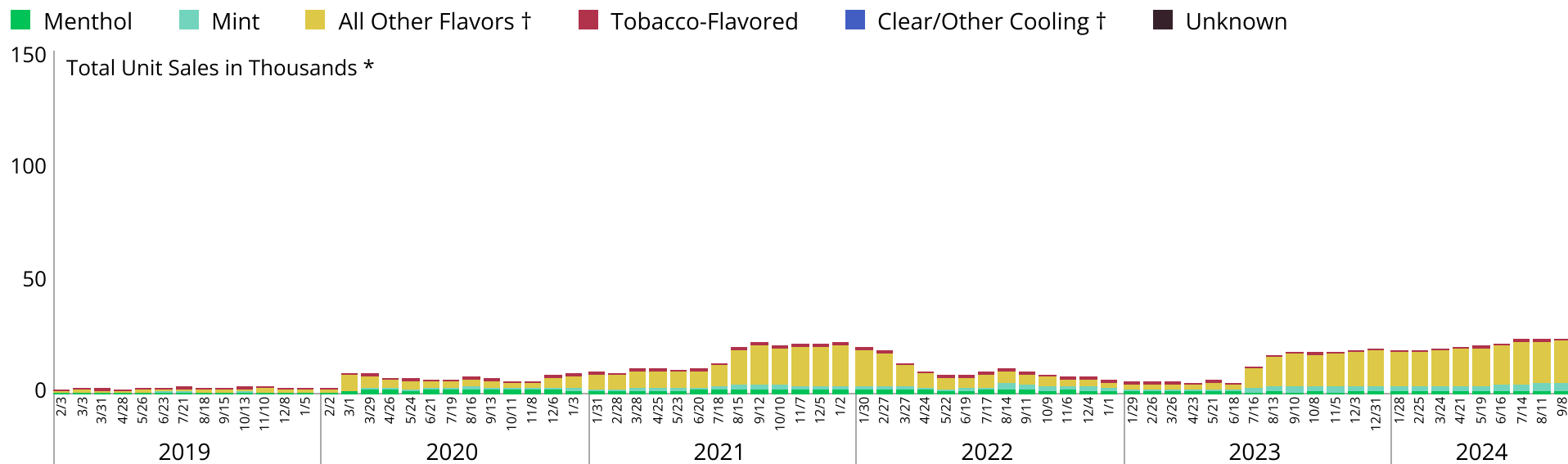


## Figure 15. Maine E-Cigarette Unit Sales by Product Type and Flavor

### Prefilled Cartridges



### Disposable Devices

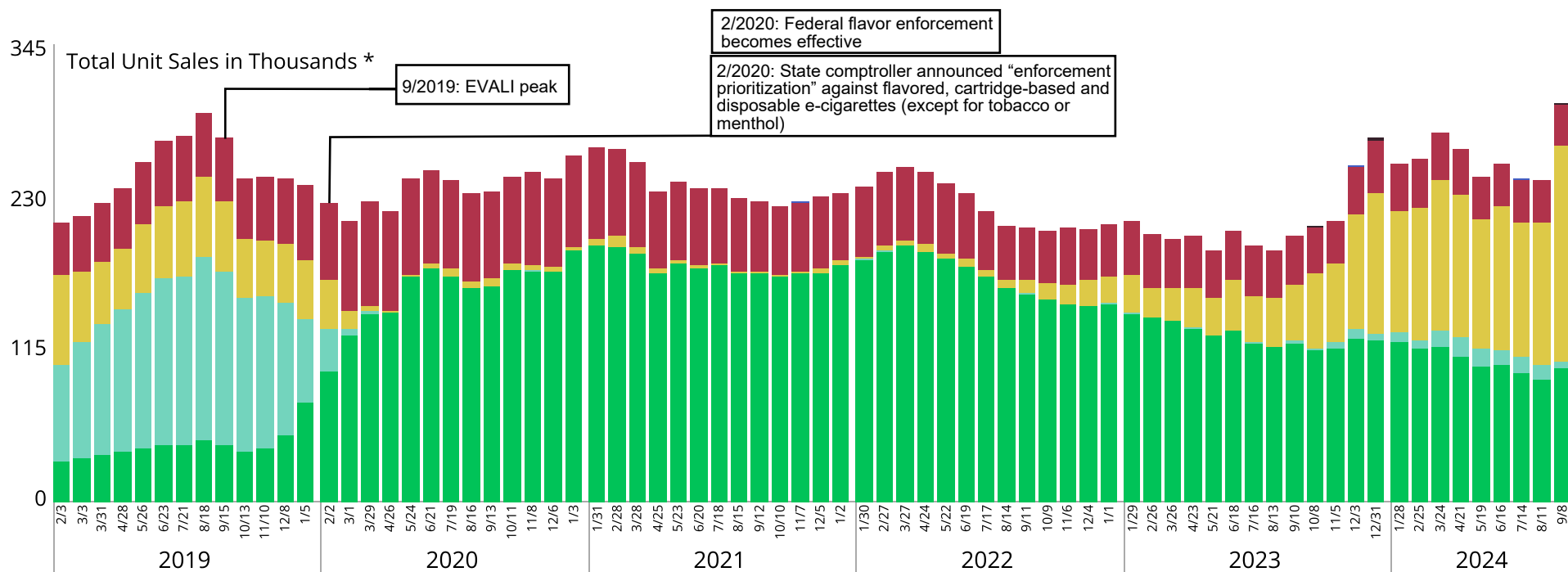


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## Figure 16. Maryland E-Cigarette Unit Sales by Flavor

■ 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.

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

#### From 2/2/2020 to 9/8/2024, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 225.8 thousand to 300.4 thousand (+33.0%).

Tobacco-flavored e-cigarette sales decreased from 58.7 thousand to 31.6 thousand (-46.2%); unit share decreased from 26.0% to 10.5%.

Non-Tobacco-flavored e-cigarette sales increased from 167.1 thousand to 268.2 thousand (+60.5%); unit share increased from 74.0% to 89.3%.

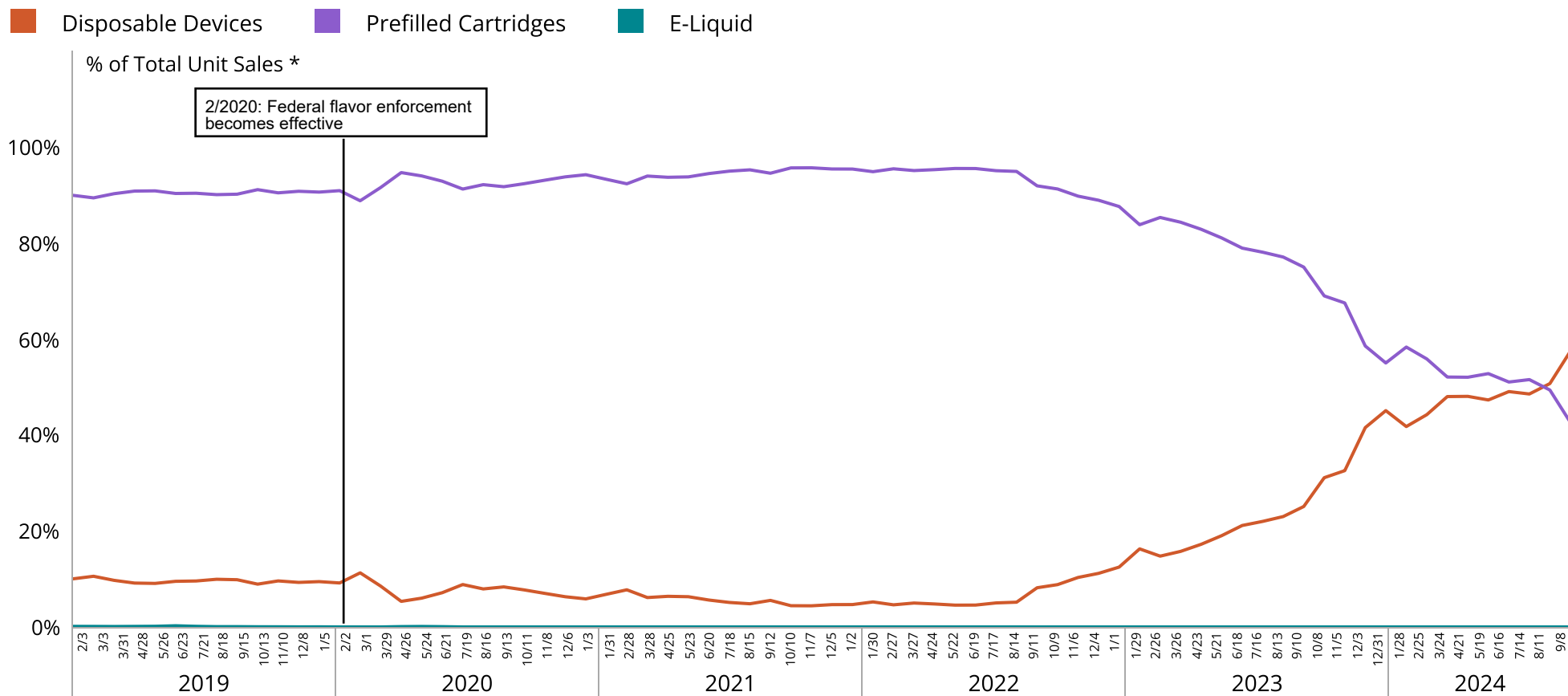
Menthol-flavored e-cigarette sales increased from 98.0 thousand to 101.5 thousand (+3.6%); unit share decreased from 43.4% to 33.8%.

Mint-flavored e-cigarette sales decreased from 32.4 thousand to 4.3 thousand (-86.7%); unit share decreased from 14.3% to 1.4%.

All other-flavored e-cigarette sales increased from 36.8 thousand to 162.4 thousand (+341.9%); unit share increased from 16.3% to 54.1%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales increased from 0 units to 2 units (+105.2%); unit share increased from 0.0% to 0.0%.

## Figure 17. Maryland E-Cigarette Unit Share 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 Share by Product Type Following FDA's Flavor Enforcement Policy

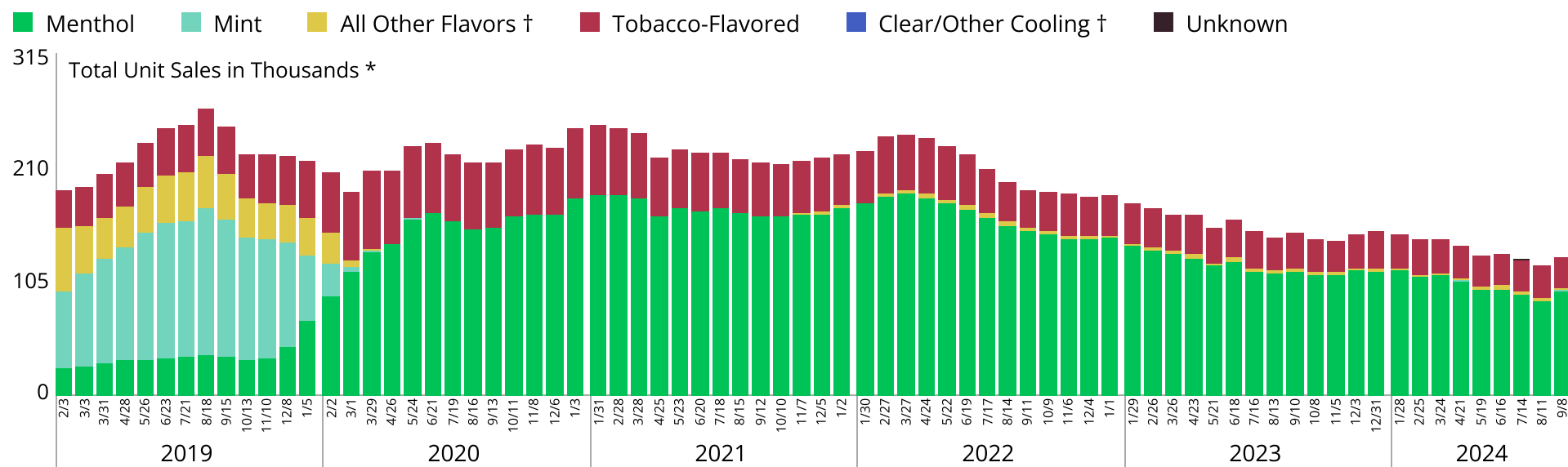
From 2/2/2020 to 9/8/2024, unless otherwise specified

Unit share of disposable devices increased from 9.2% to 57.4% (+48.3%); unit sales increased from 20.7 thousand to 172.4 thousand.

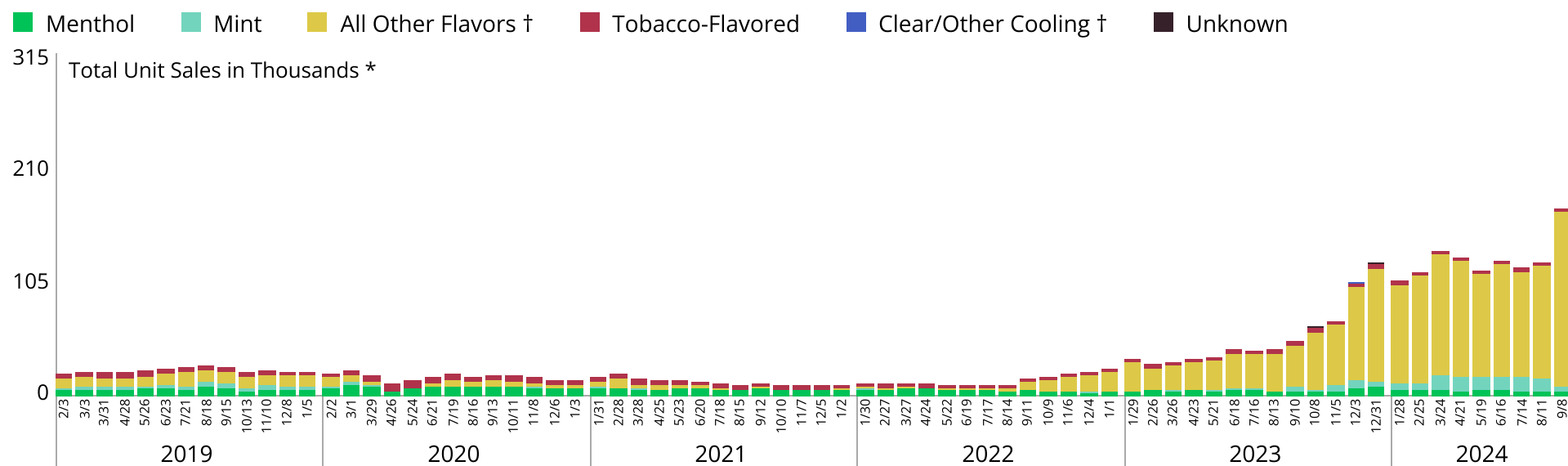
Unit share of prefilled cartridges decreased from 90.8% to 42.6% (-48.2%); unit sales decreased from 205.1 thousand to 127.9 thousand.

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

### Prefilled Cartridges



### Disposable Devices

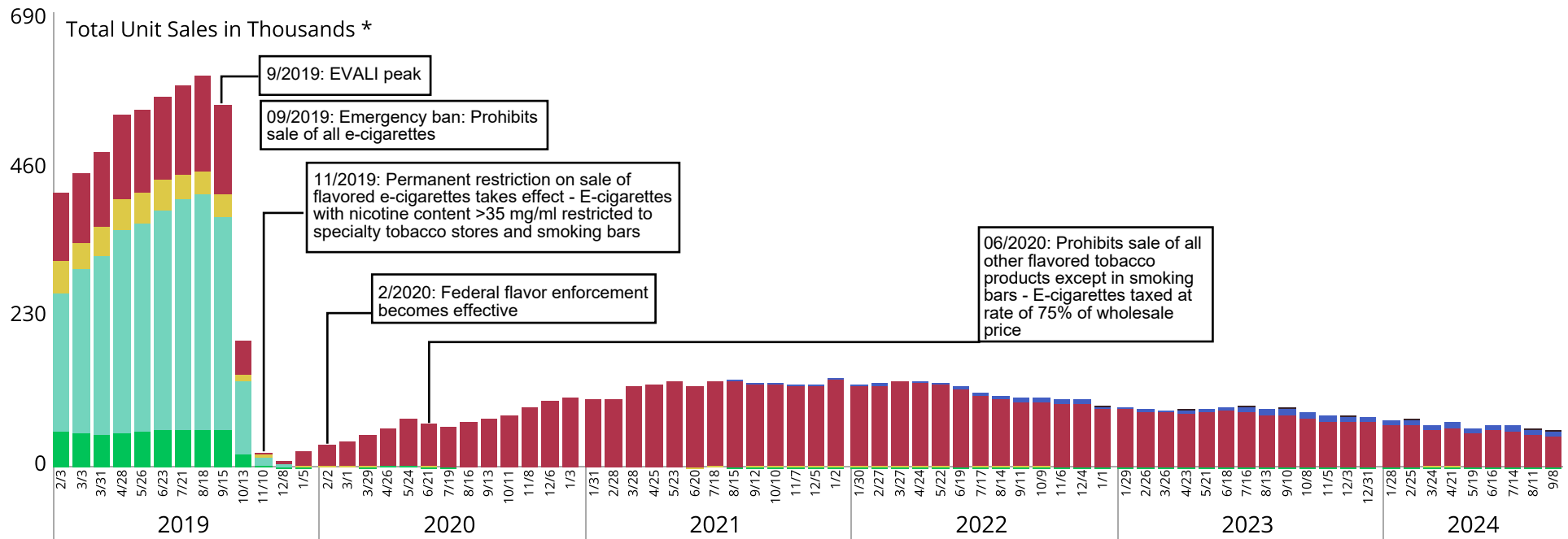


\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 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 9/8/2024, unless otherwise specified

Following Massachusetts's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 548.7 thousand to 55.7 thousand (-89.8%).

Tobacco-flavored e-cigarette sales decreased from 135.8 thousand to 44.5 thousand (-67.2%); unit share increased from 24.8% to 79.9%.

Non-Tobacco-flavored e-cigarette sales decreased from 412.9 thousand to 10.2 thousand (-97.5%); unit share decreased from 75.2% to 18.3%.

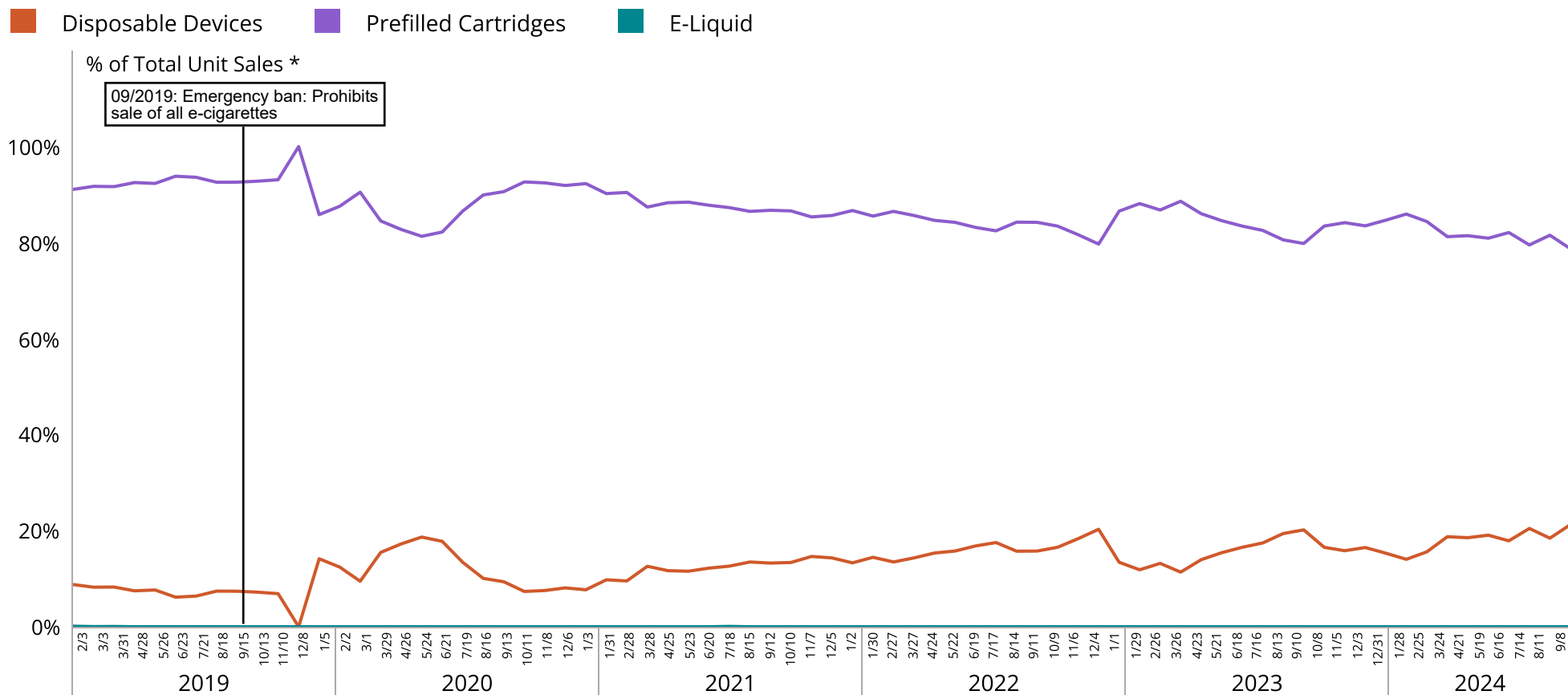
Menthol-flavored e-cigarette sales decreased from 55.5 thousand to 0.6 thousand (-98.9%); unit share decreased from 10.1% to 1.1%.

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 0.4 thousand (-98.8%); unit share decreased from 5.9% to 0.7%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales increased from 8.0 thousand to 9.1 thousand (+14.8%); unit share increased from 1.4% to 16.4%.

## Figure 20. Massachusetts E-Cigarette Unit Share 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 Share by Product Type Following Massachusetts's Flavored E-cigarette Restriction

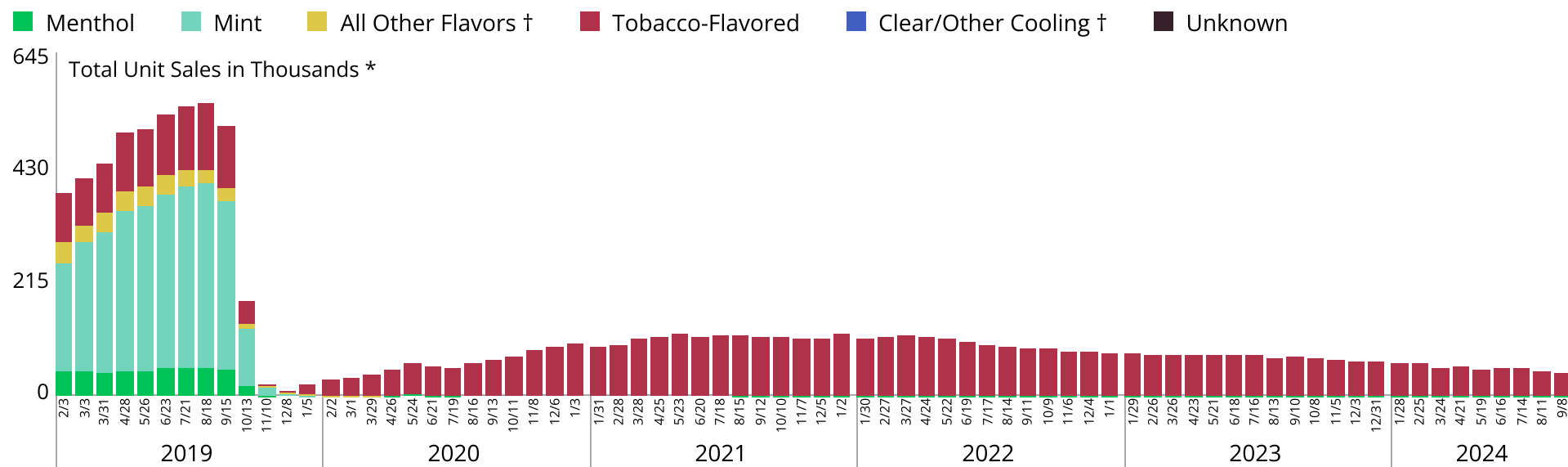
From 9/15/2019 to 9/8/2024, unless otherwise specified

Unit share of disposable devices increased from 7.4% to 21.3% (+13.9%); unit sales decreased from 40.6 thousand to 11.8 thousand.

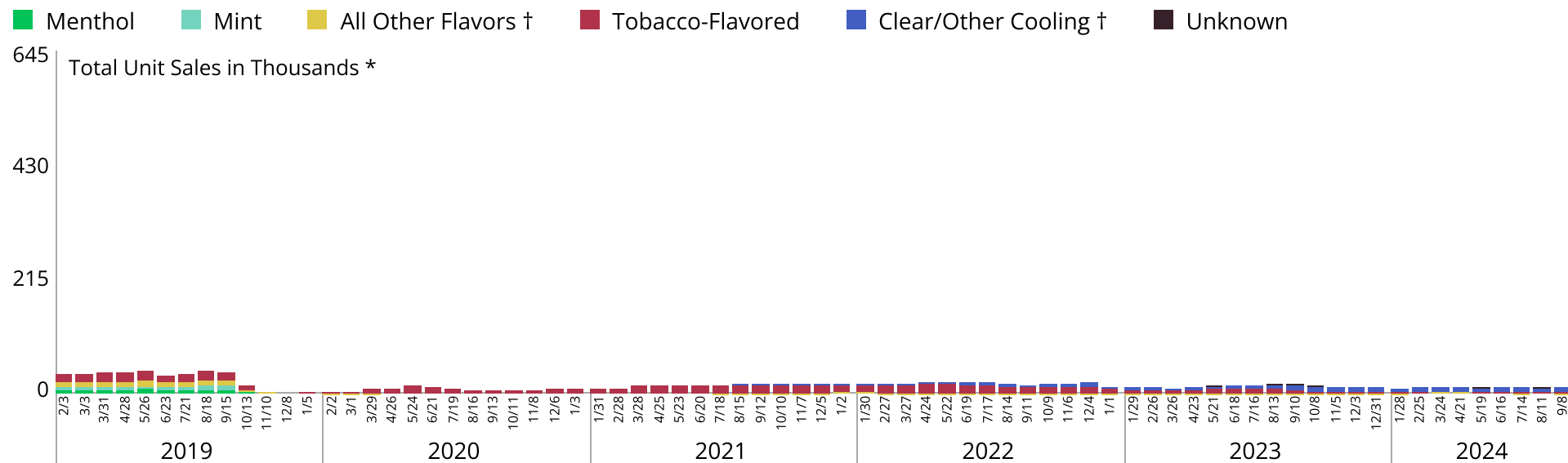
Unit share of prefilled cartridges decreased from 92.6% to 78.7% (-13.9%); unit sales decreased from 508 thousand to 43.9 thousand.

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

### Prefilled Cartridges



### Disposable Devices

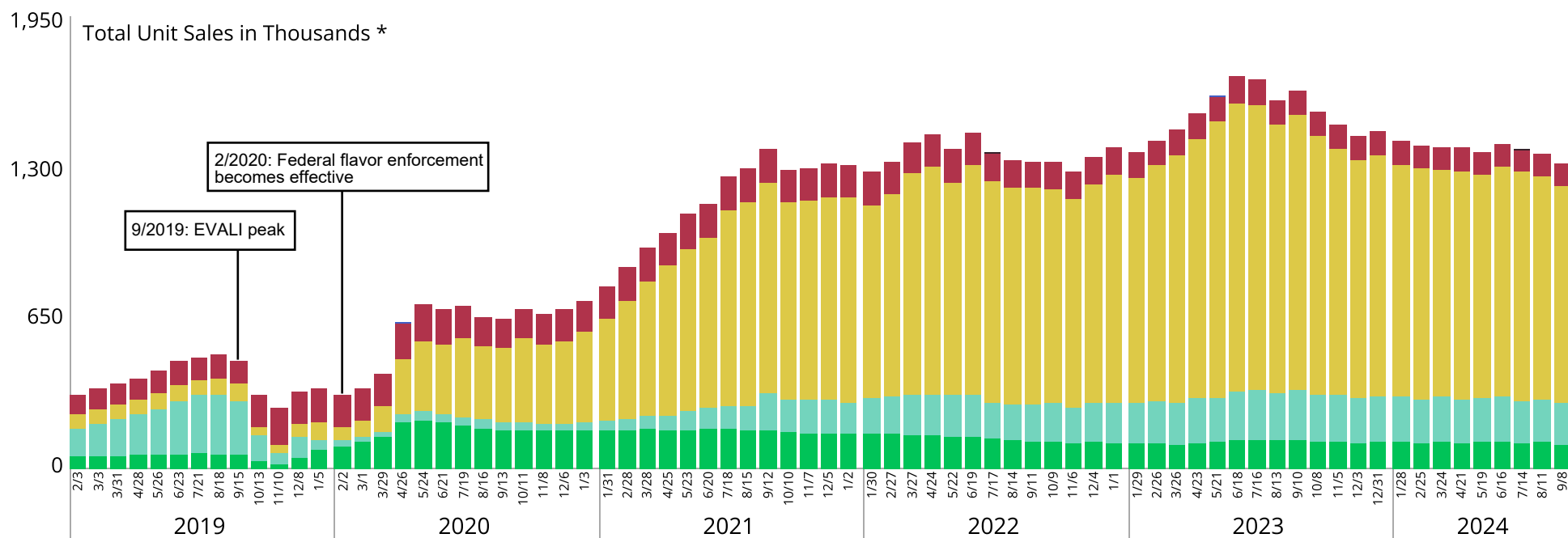


\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 9/8/2024, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 320 thousand to 1314.5 thousand (+310.8%).

Tobacco-flavored e-cigarette sales decreased from 135.6 thousand to 93.2 thousand (-31.3%); unit share decreased from 42.4% to 7.1%.

Non-Tobacco-flavored e-cigarette sales increased from 184.3 thousand to 1,220.2 thousand (+562.2%); unit share increased from 57.6% to 92.8%.

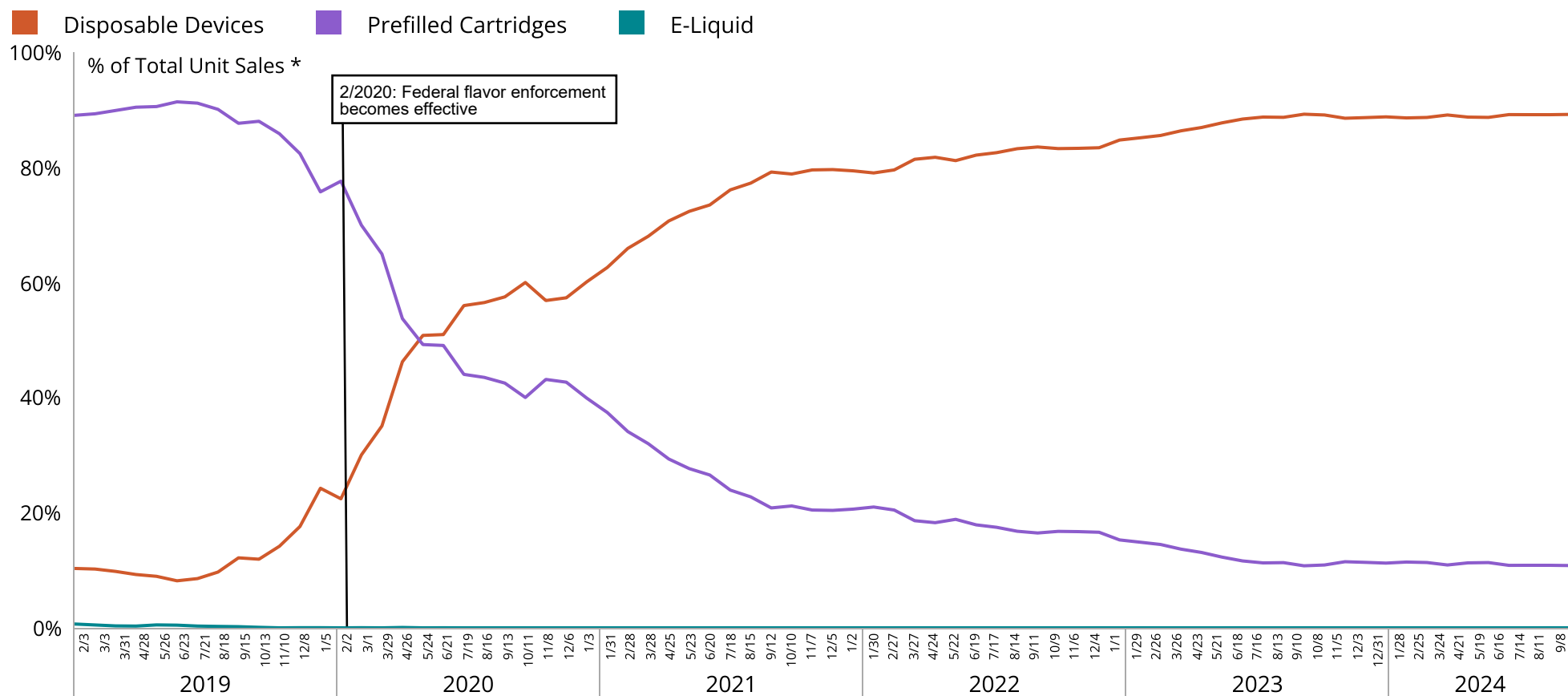
Menthol-flavored e-cigarette sales increased from 94.3 thousand to 101.2 thousand (+7.3%); unit share decreased from 29.5% to 7.7%.

Mint-flavored e-cigarette sales increased from 31.4 thousand to 183.8 thousand (+485.0%); unit share increased from 9.8% to 14.0%.

All other-flavored e-cigarette sales increased from 57.5 thousand to 935.2 thousand (+1,526.4%); unit share increased from 18.0% to 71.1%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales decreased from 40 units to 14 units (-65.4%); unit share decreased from 0.0% to 0.0%.



**Figure 23. Michigan E-Cigarette Unit Share 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 Share by Product Type Following FDA's Flavor Enforcement Policy

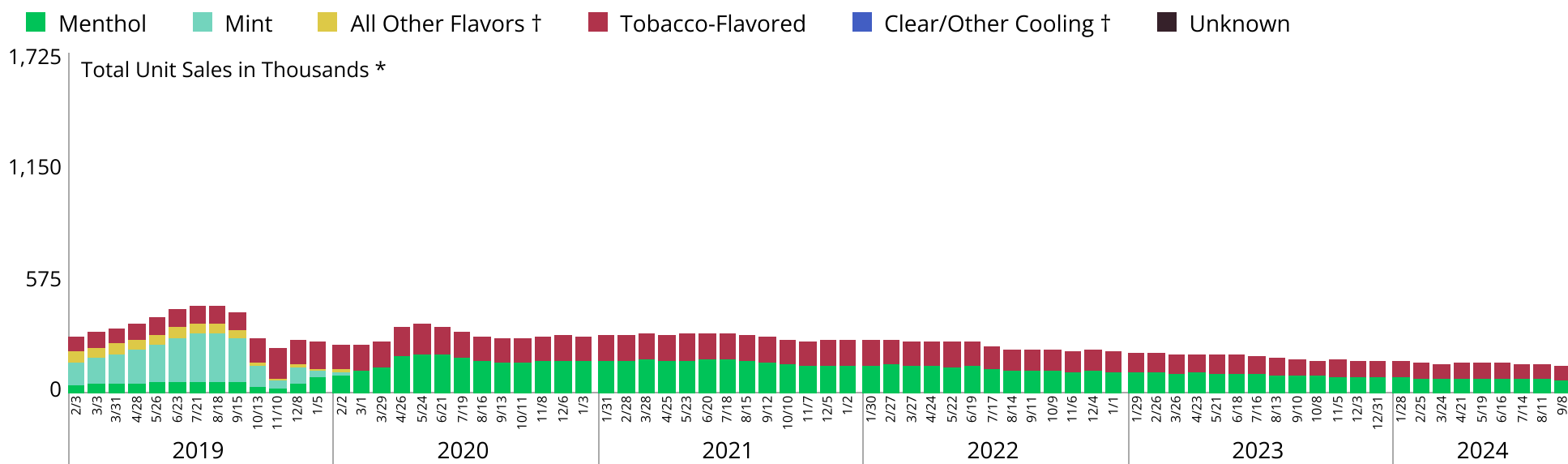
From 2/2/2020 to 9/8/2024, unless otherwise specified

Unit share of disposable devices increased from 22.4% to 89.2% (+66.8%); unit sales increased from 71.7 thousand to 1172.3 thousand.

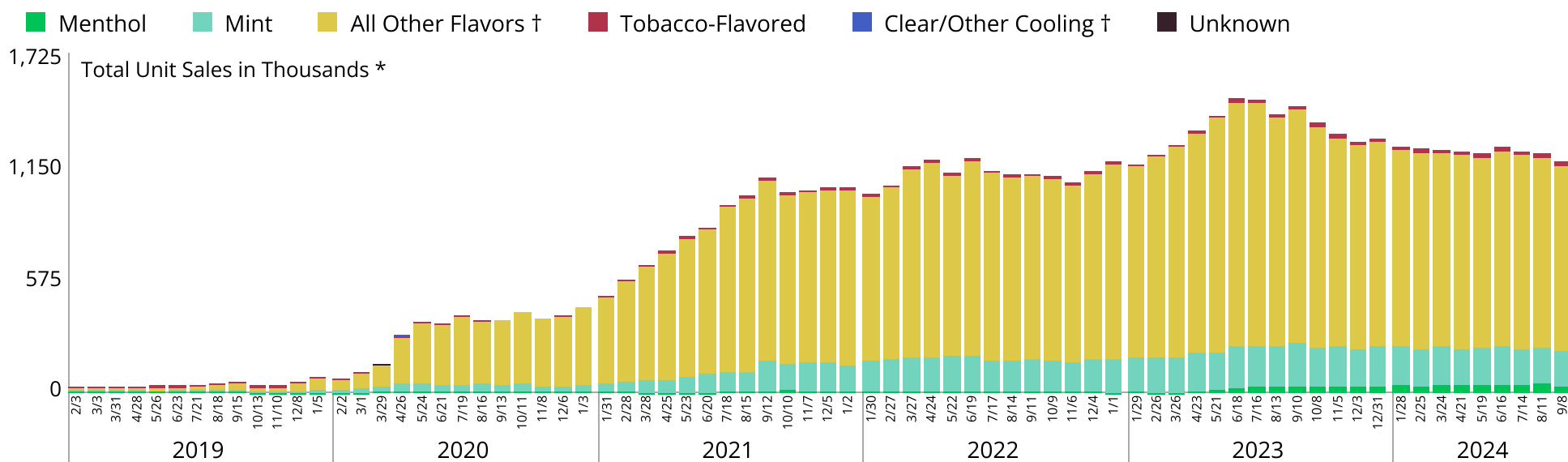
Unit share of prefilled cartridges decreased from 77.6% to 10.8% (-66.8%); unit sales decreased from 248.3 thousand to 142.2 thousand.

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

### Prefilled Cartridges



### Disposable Devices

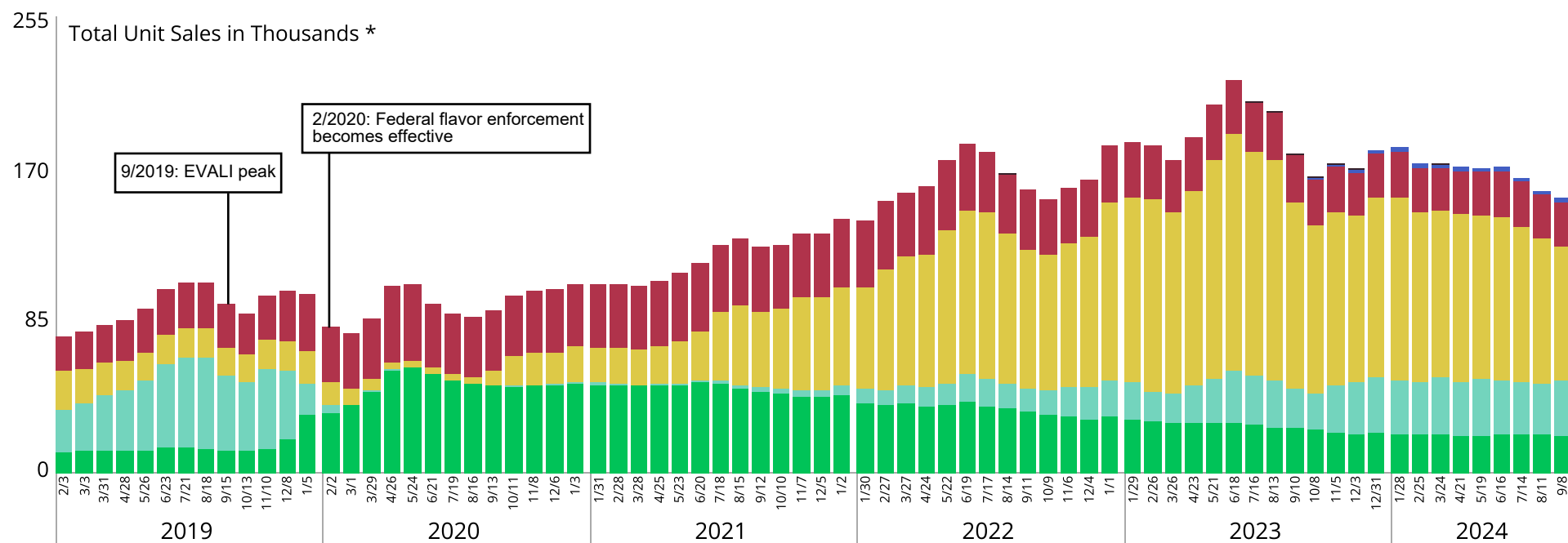


\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 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 9/8/2024, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 81.5 thousand to 153.7 thousand (+88.6%).

Tobacco-flavored e-cigarette sales decreased from 30.8 thousand to 24.7 thousand (-19.8%); unit share decreased from 37.8% to 16.1%.

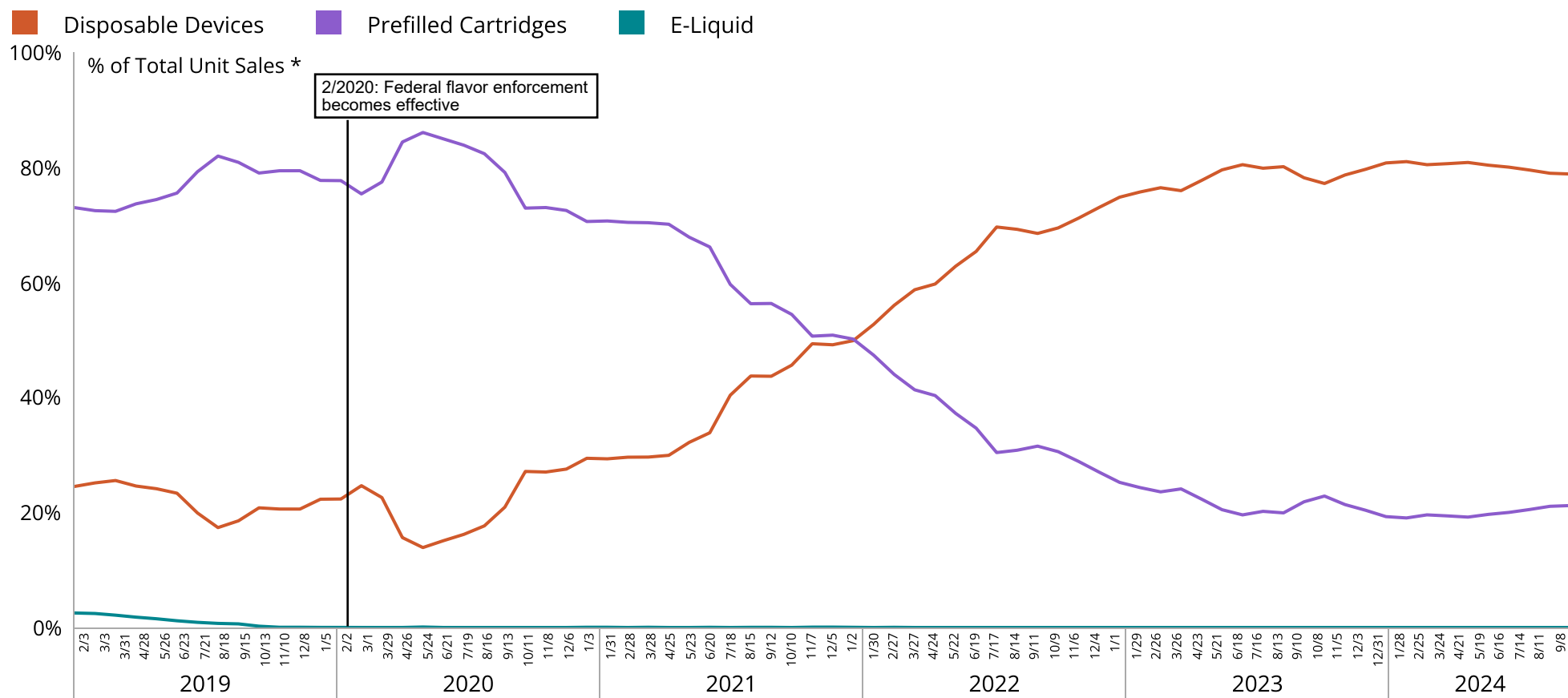
Non-Tobacco-flavored e-cigarette sales increased from 50.7 thousand to 129.0 thousand (+154.4%); unit share increased from 62.2% to 83.9%.

Menthol-flavored e-cigarette sales decreased from 33.9 thousand to 20.5 thousand (-39.6%); unit share decreased from 41.6% to 13.3%.

Mint-flavored e-cigarette sales increased from 4.0 thousand to 31.8 thousand (+696.1%); unit share increased from 4.9% to 20.7%.

All other-flavored e-cigarette sales increased from 12.8 thousand to 74.5 thousand (+482.4%); unit share increased from 15.7% to 48.5%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales increased from 0.0 to 2.2 thousand (+223,113.2%); unit share increased from 0.0% to 1.5%.

**Figure 26. Minnesota E-Cigarette Unit Share 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 Share by Product Type Following FDA's Flavor Enforcement Policy

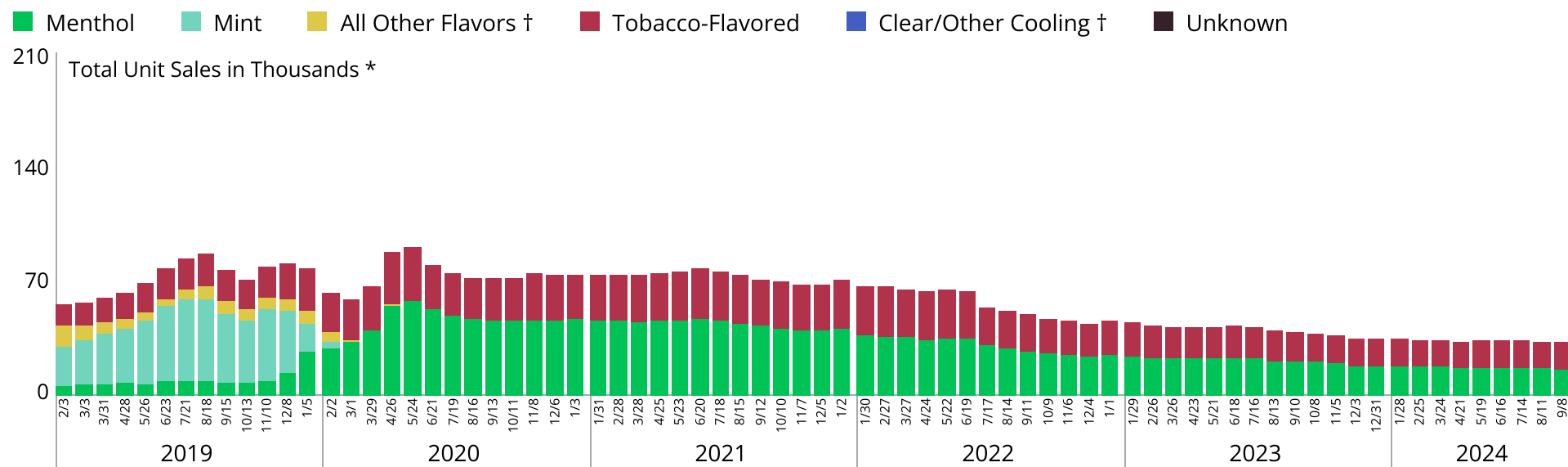
From 2/2/2020 to 9/8/2024, unless otherwise specified

Unit share of disposable devices increased from 22.3% to 78.8% (+56.5%); unit sales increased from 18.2 thousand to 121.1 thousand.

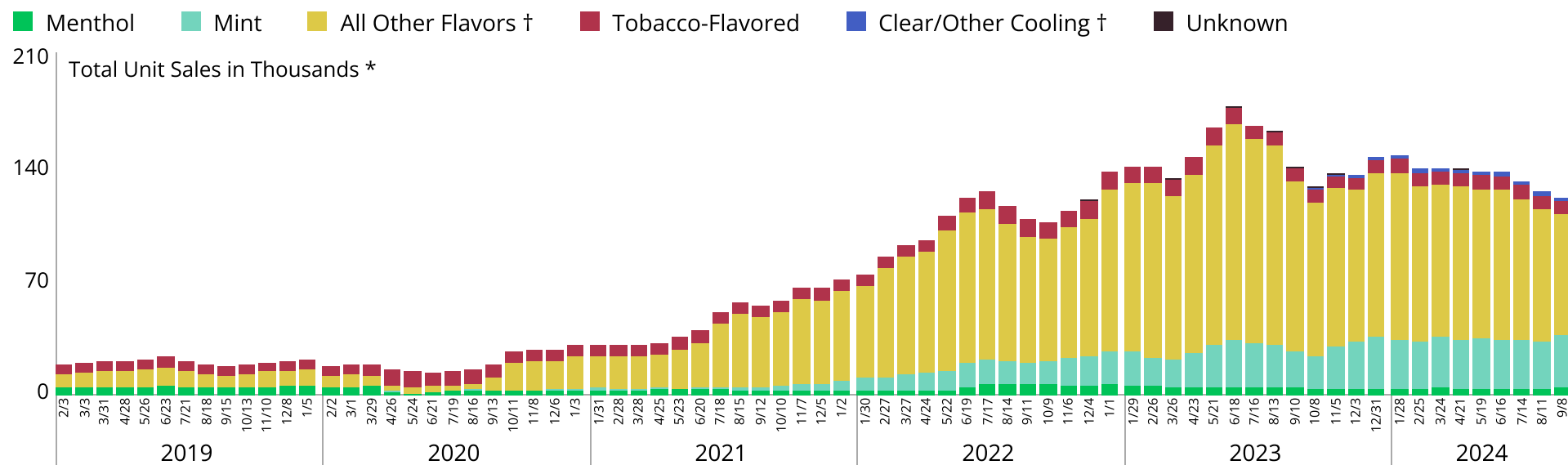
Unit share of prefilled cartridges decreased from 77.7% to 21.2% (-56.5%); unit sales decreased from 63.3 thousand to 32.6 thousand.

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

### Prefilled Cartridges



### Disposable Devices

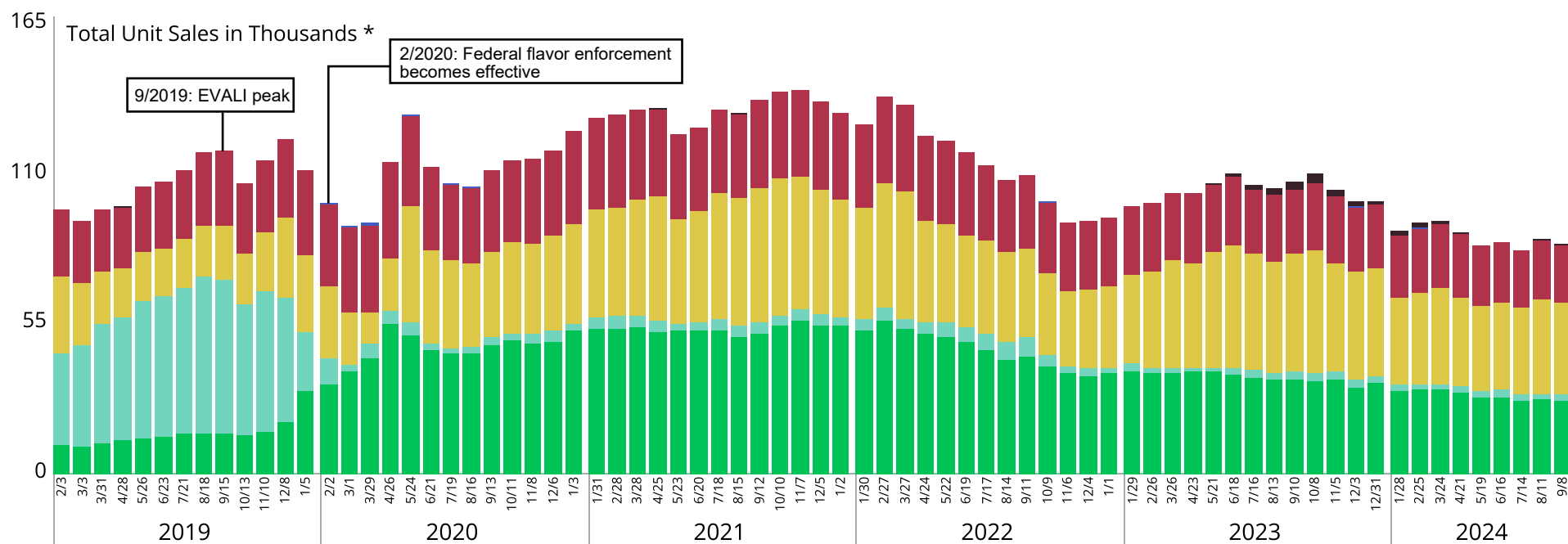


\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 9/8/2024, 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 20.4 thousand (-31.0%); unit share decreased from 30.3% to 24.5%.

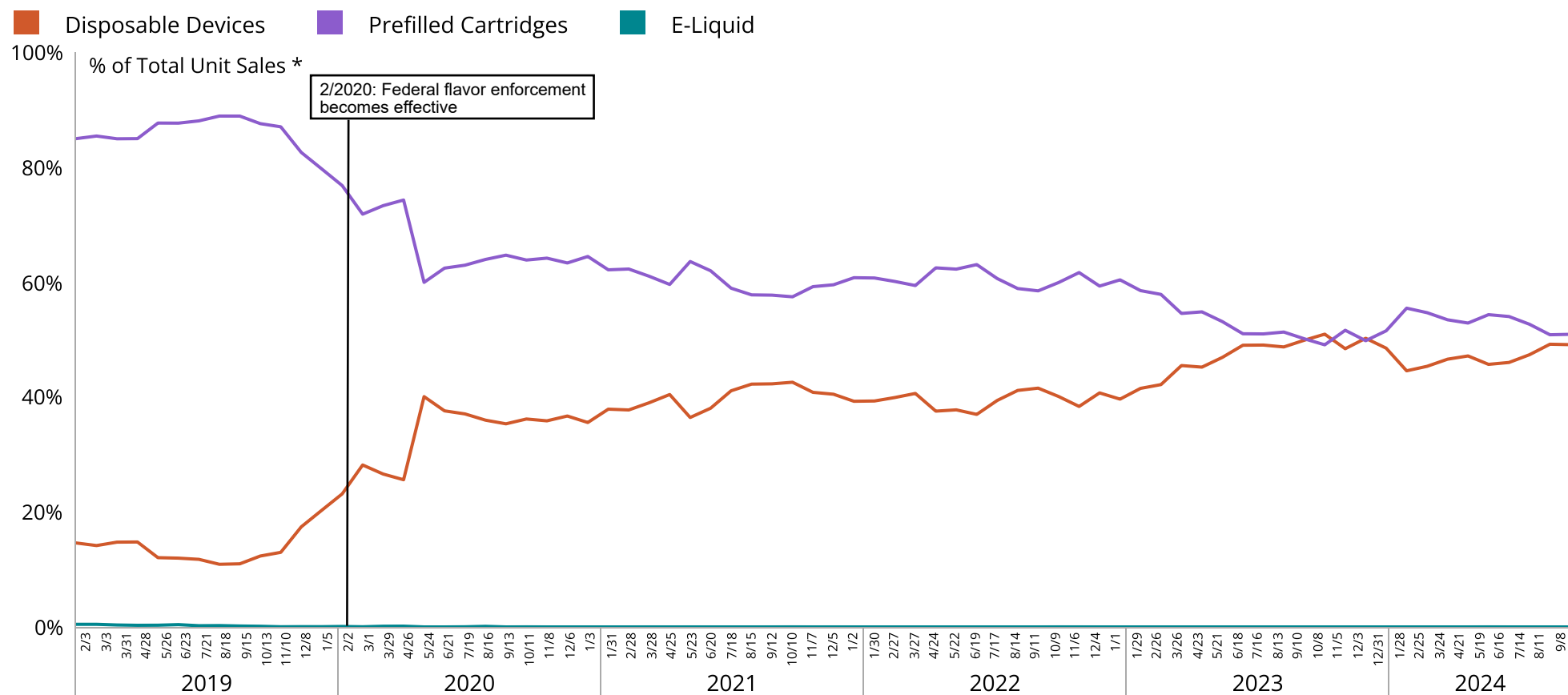
Non-Tobacco-flavored e-cigarette sales decreased from 68.0 thousand to 62.1 thousand (-8.7%); unit share increased from 69.7% to 74.8%.

Menthol-flavored e-cigarette sales decreased from 32.5 thousand to 26.7 thousand (-18.0%); unit share decreased from 33.3% to 32.1%.

Mint-flavored e-cigarette sales decreased from 9.6 thousand to 2.0 thousand (-78.8%); unit share decreased from 9.8% to 2.4%.

All other-flavored e-cigarette sales increased from 25.7 thousand to 33.4 thousand (+30.0%); unit share increased from 26.4% to 40.2%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales decreased from 0.1 thousand to 0.0 (-88.5%); unit share decreased from 0.1% to 0.0%.

**Figure 29. Nevada E-Cigarette Unit Share 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.

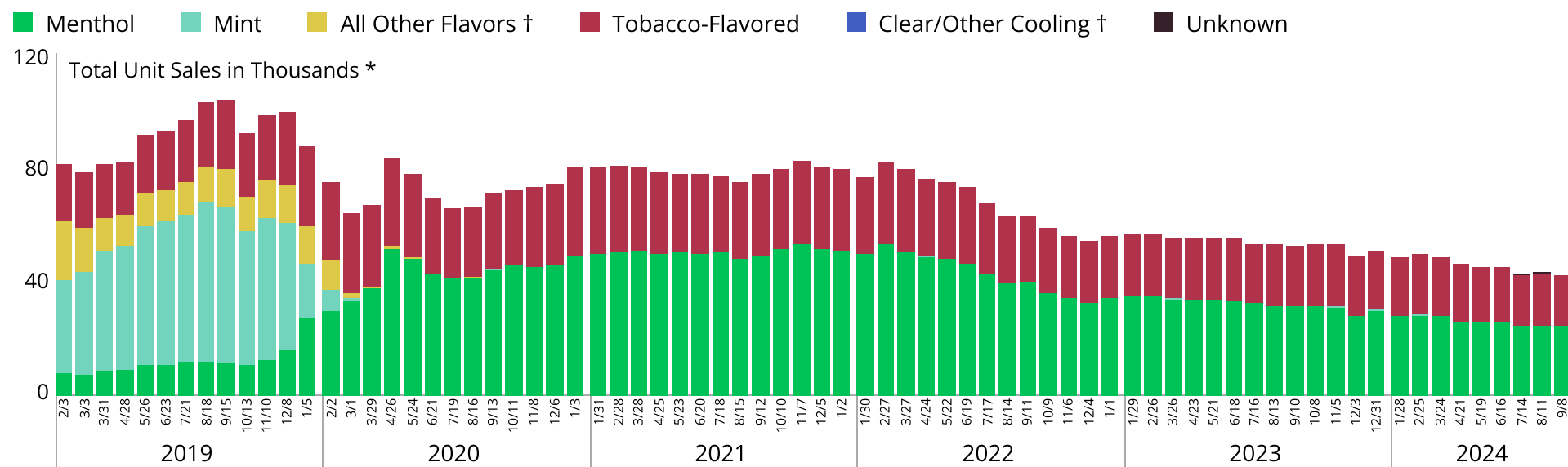
### Trends of Unit Share by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 9/8/2024, unless otherwise specified

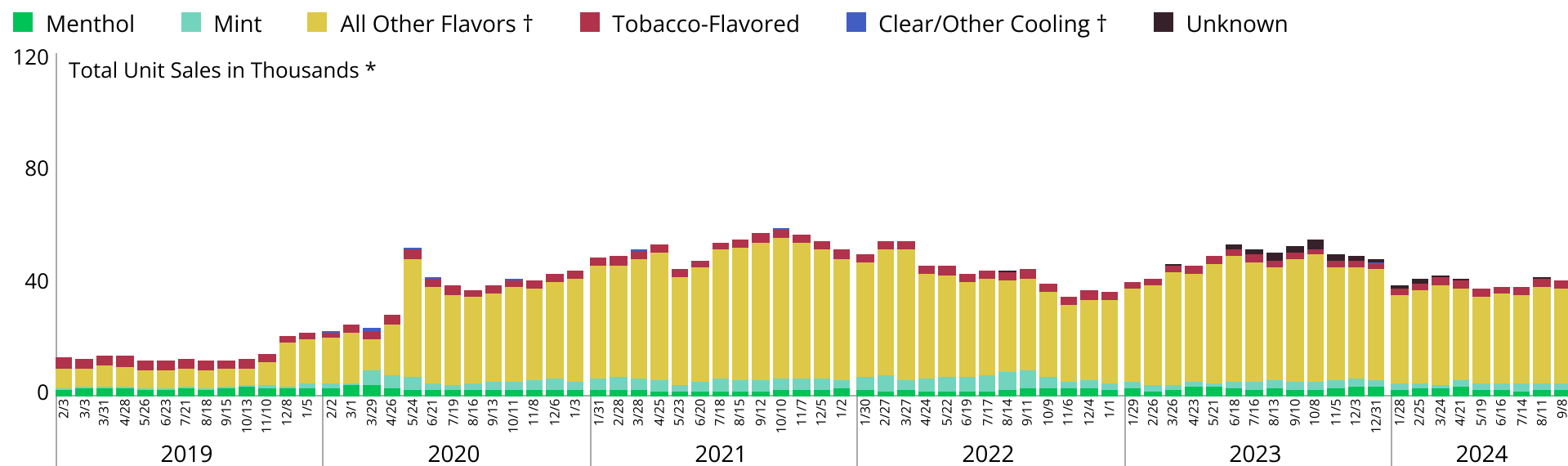
- Unit share of disposable devices increased from 23.1% to 49.1% (+26.0%); unit sales increased from 22.6 thousand to 40.8 thousand.
- Unit share of prefilled cartridges decreased from 76.8% to 50.9% (-25.9%); unit sales decreased from 74.9 thousand to 42.3 thousand.

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

### Prefilled Cartridges



### Disposable Devices



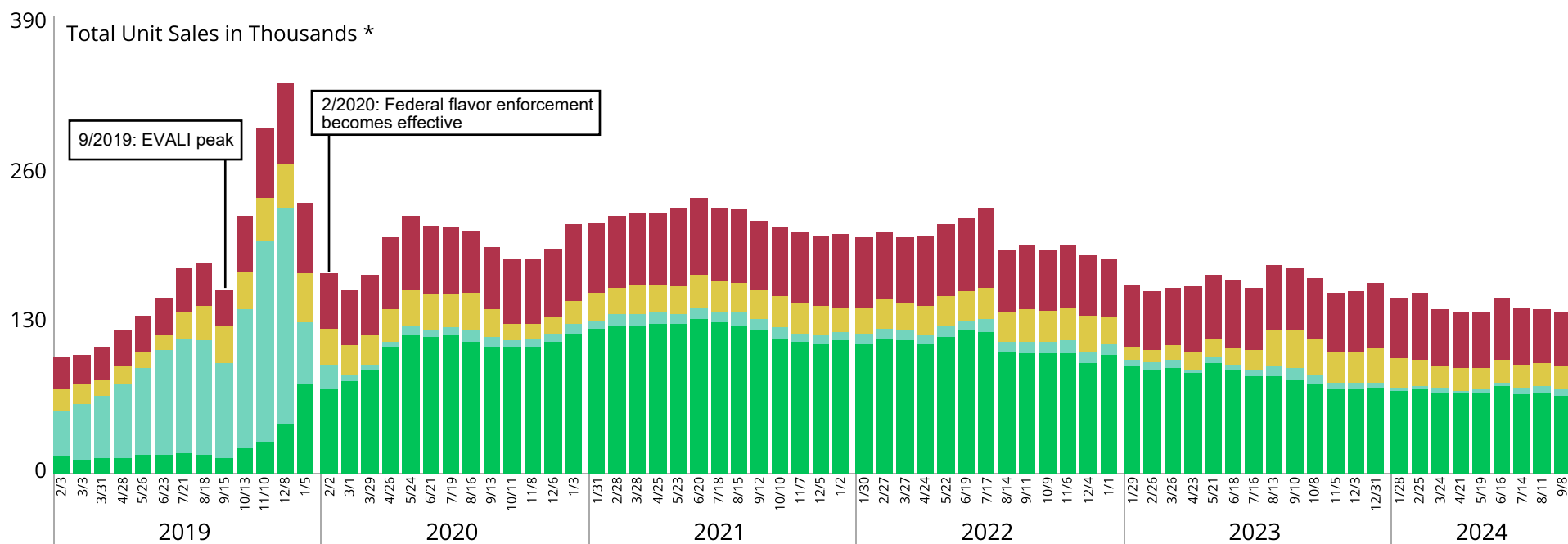
\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 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 9/8/2024, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales decreased from 171.7 thousand to 138.5 thousand (-19.3%).

Tobacco-flavored e-cigarette sales decreased from 48.3 thousand to 46.6 thousand (-3.5%); unit share increased from 28.1% to 33.6%.

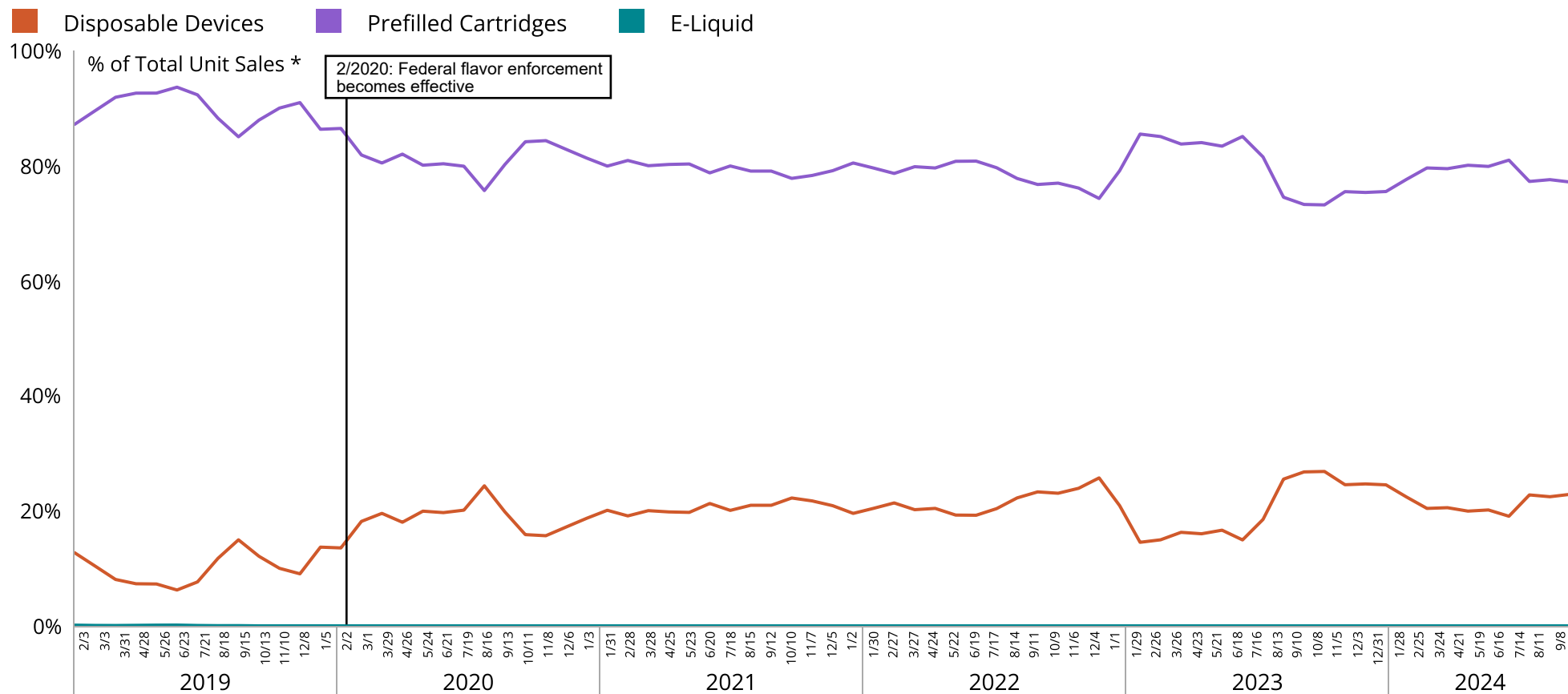
Non-Tobacco-flavored e-cigarette sales decreased from 123.4 thousand to 91.7 thousand (-25.7%); unit share decreased from 71.9% to 66.2%.

Menthol-flavored e-cigarette sales decreased from 72.3 thousand to 66.6 thousand (-7.9%); unit share increased from 42.1% to 48.1%.

Mint-flavored e-cigarette sales decreased from 21.1 thousand to 5.7 thousand (-73.0%); unit share decreased from 12.3% to 4.1%.

All other-flavored e-cigarette sales decreased from 30.0 thousand to 19.4 thousand (-35.2%); unit share decreased from 17.5% to 14.0%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarettes had no sales.

**Figure 32. New Hampshire E-Cigarette Unit Share 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 Share by Product Type Following FDA's Flavor Enforcement Policy

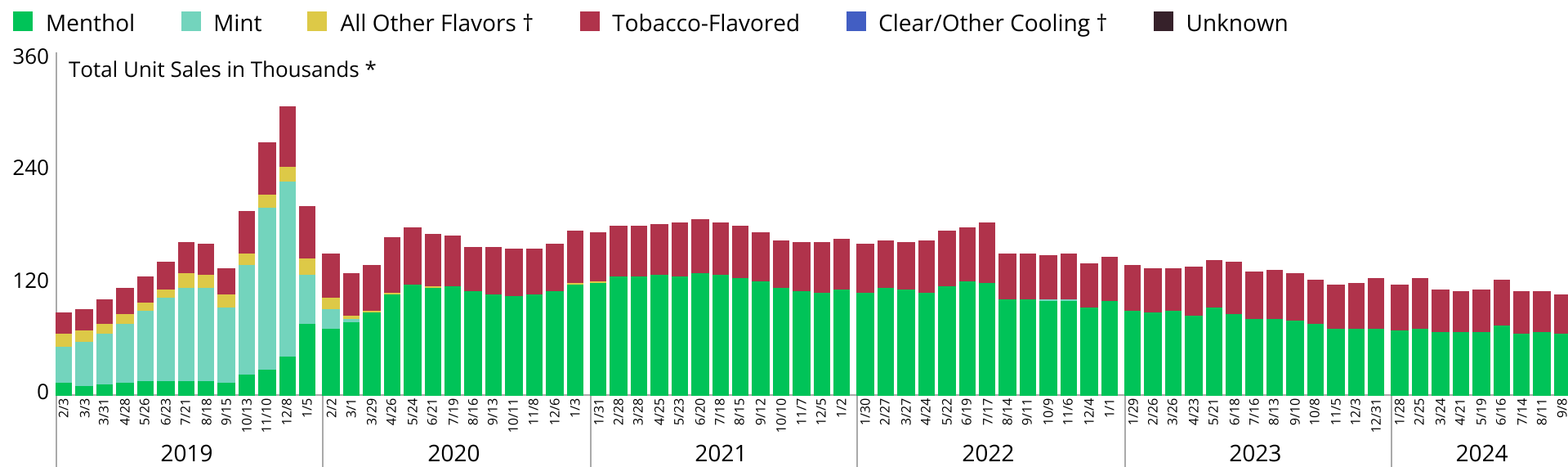
From 2/2/2020 to 9/8/2024, unless otherwise specified

Unit share of disposable devices increased from 13.5% to 22.9% (+9.3%); unit sales increased from 23.3 thousand to 31.7 thousand.

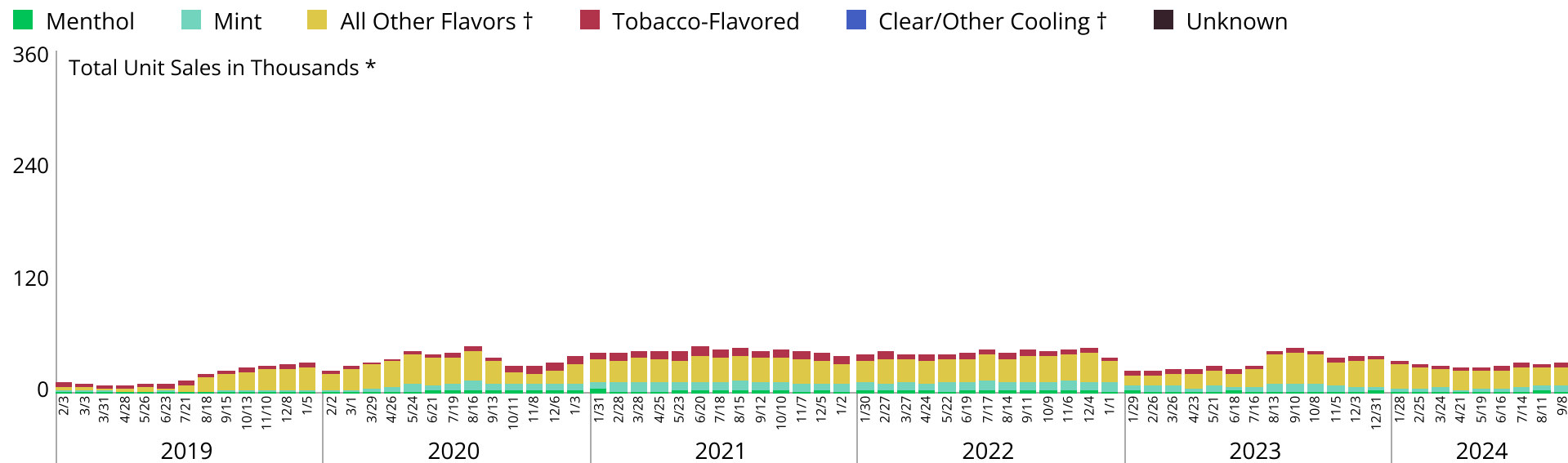
Unit share of prefilled cartridges decreased from 86.4% to 77.1% (-9.3%); unit sales decreased from 148.4 thousand to 106.8 thousand.

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

### Prefilled Cartridges



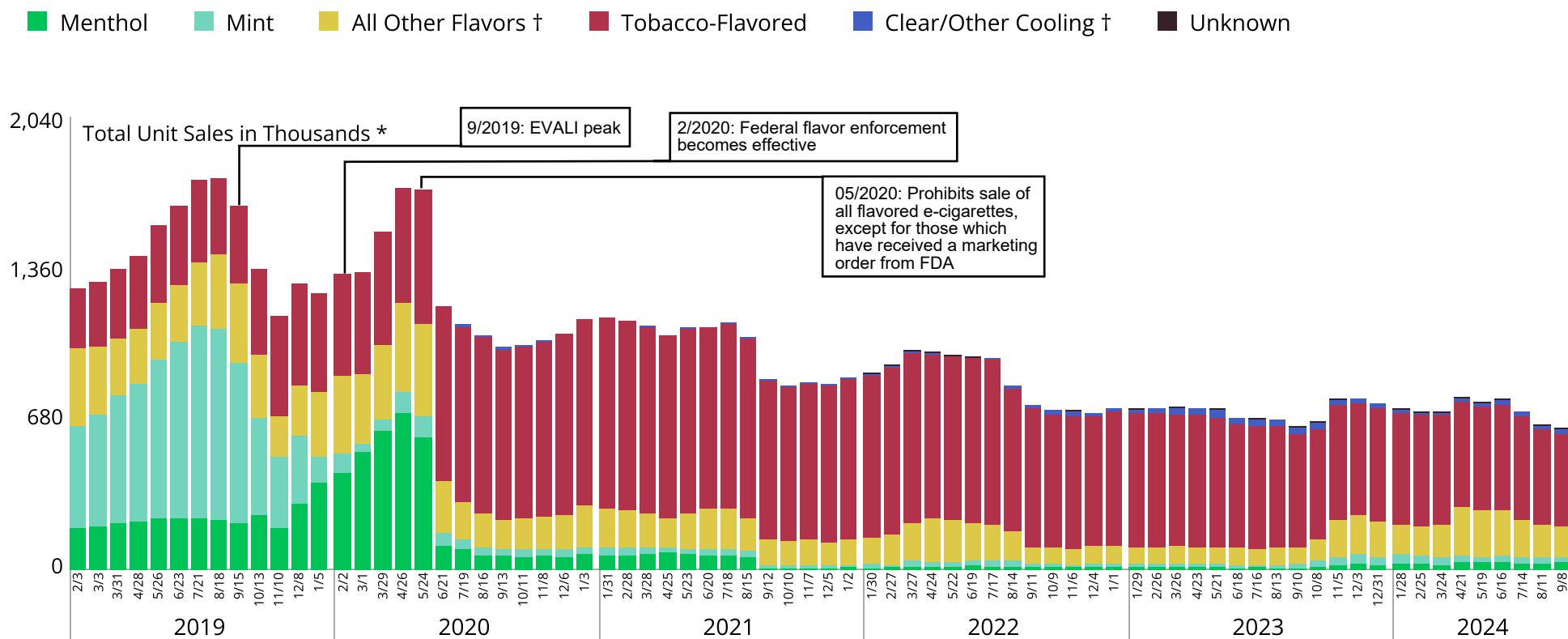
### Disposable Devices



\* 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



\* 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 9/8/2024, unless otherwise specified

Following New York's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 1712.3 thousand to 640.2 thousand (-62.6%).

Tobacco-flavored e-cigarette sales decreased from 603.3 thousand to 417.4 thousand (-30.8%); unit share increased from 35.2% to 65.2%.

Non-Tobacco-flavored e-cigarette sales decreased from 1,109.0 thousand to 214.2 thousand (-80.7%); unit share decreased from 64.8% to 33.5%.

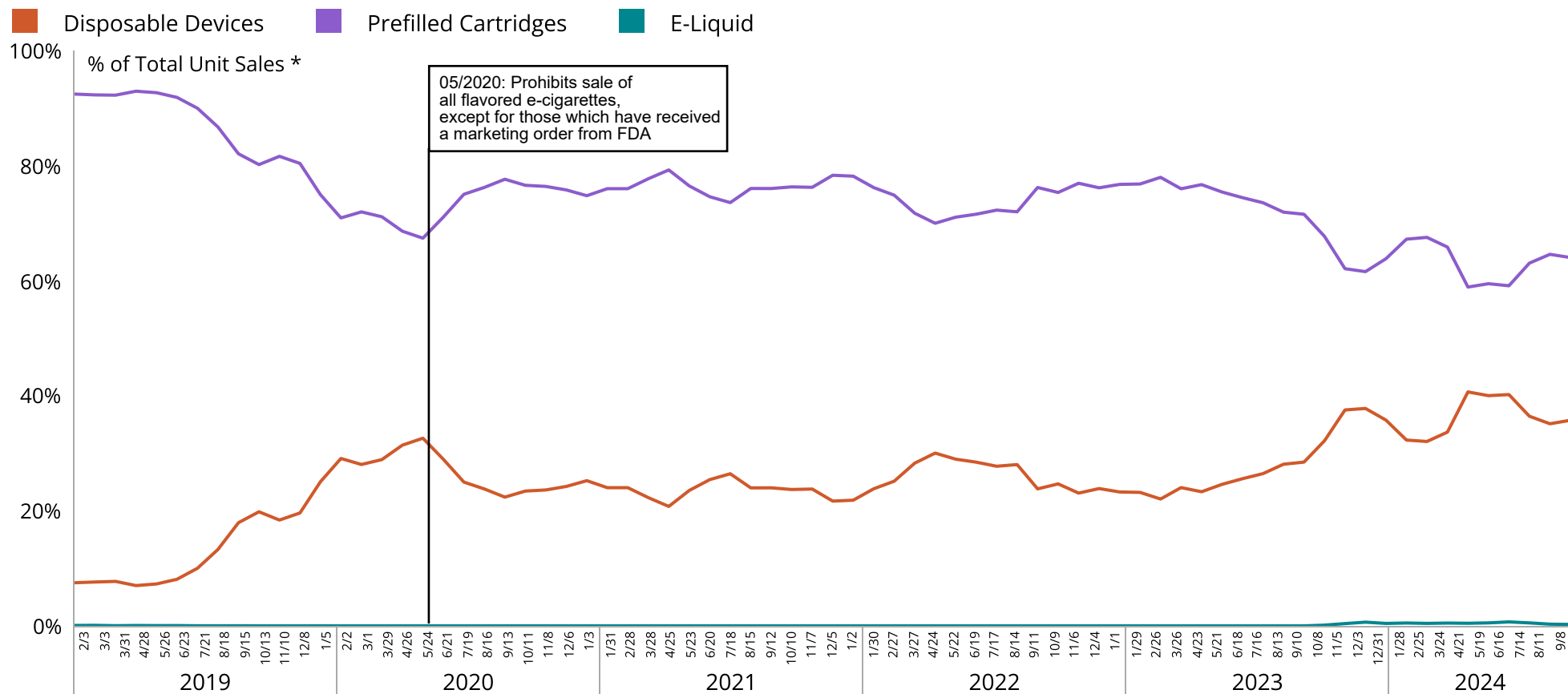
Menthol-flavored e-cigarette sales decreased from 594.6 thousand to 36.3 thousand (-93.9%); unit share decreased from 34.7% to 5.7%.

Mint-flavored e-cigarette sales decreased from 93.9 thousand to 19.9 thousand (-78.8%); unit share decreased from 5.5% to 3.1%.

All other-flavored e-cigarette sales decreased from 419.4 thousand to 140.4 thousand (-66.5%); unit share decreased from 24.5% to 21.9%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales increased from 11.6 thousand to 17.7 thousand (+52.1%); unit share increased from 0.7% to 2.8%.

As of 9/8/2024, disposable e-cigarettes represent 85.2% of sales of prohibited flavored e-cigarettes in New York.

**Figure 35. New York E-Cigarette Unit Share 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 Share by Product Type Following New York's Flavored E-cigarette Restriction

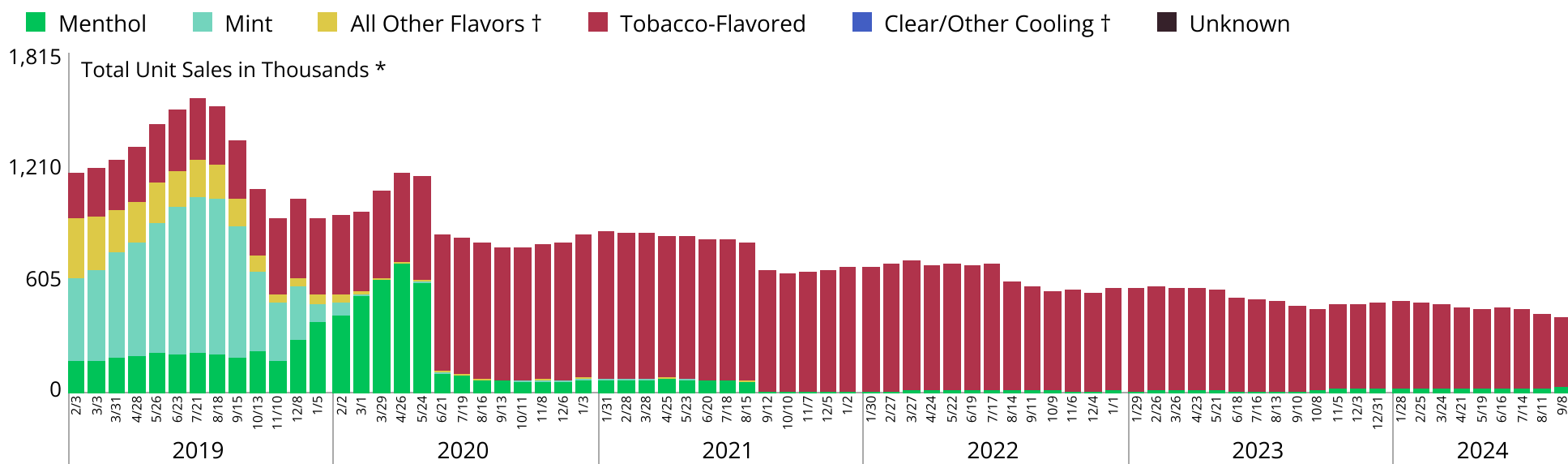
From 5/24/2020 to 9/8/2024, unless otherwise specified

Unit share of disposable devices increased from 32.6% to 35.7% (+3.1%); unit sales decreased from 558.5 thousand to 228.8 thousand.

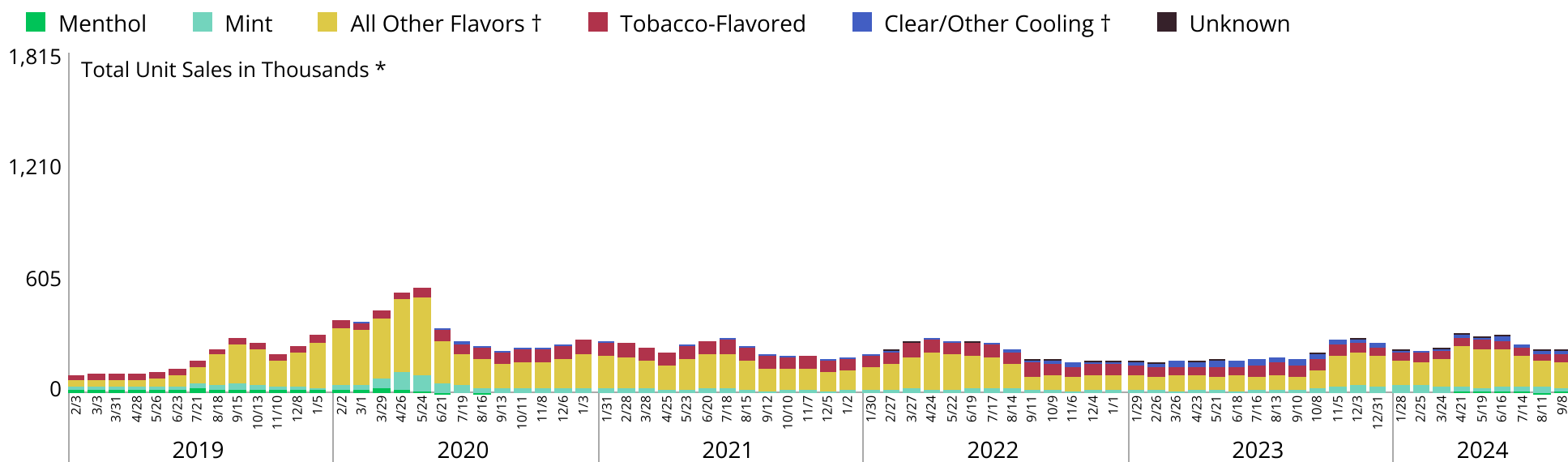
Unit share of prefilled cartridges decreased from 67.4% to 64.0% (-3.4%); unit sales decreased from 1153.8 thousand to 409.8 thousand.

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

### Prefilled Cartridges



### Disposable Devices

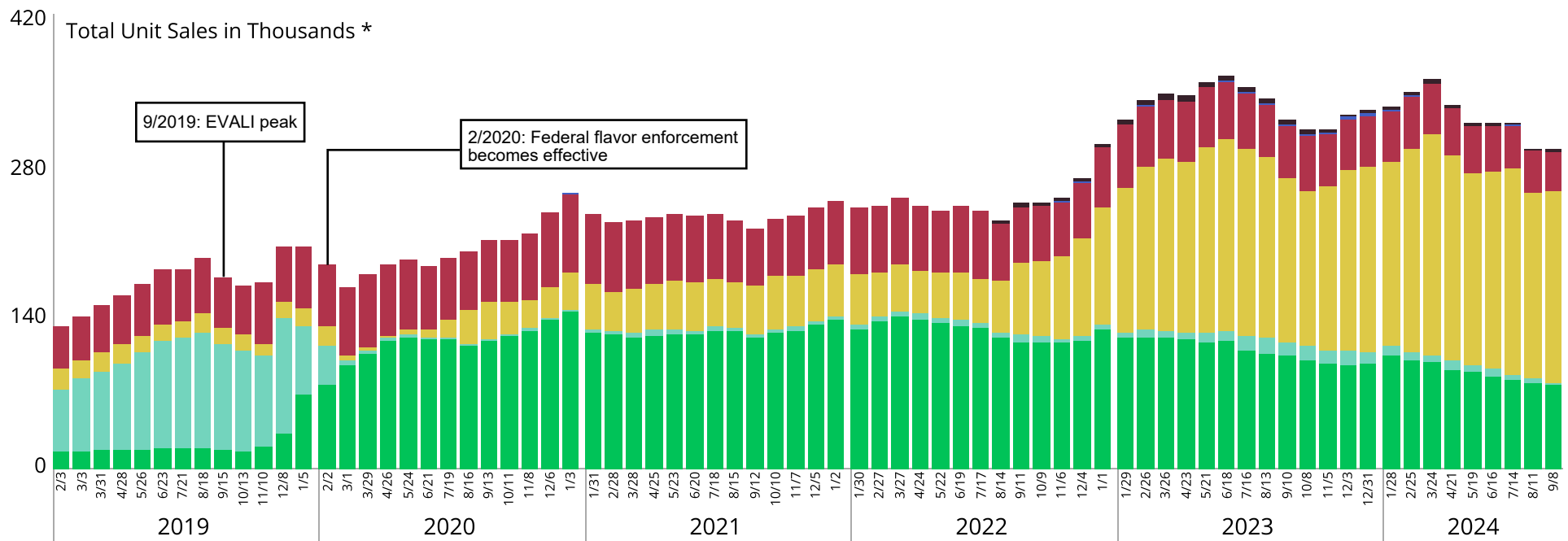


\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 9/8/2024, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 189.4 thousand to 295.3 thousand (+56.0%).

Tobacco-flavored e-cigarette sales decreased from 57.4 thousand to 37.1 thousand (-35.3%); unit share decreased from 30.3% to 12.6%.

Non-Tobacco-flavored e-cigarette sales increased from 132.0 thousand to 256.0 thousand (+93.9%); unit share increased from 69.7% to 86.7%.

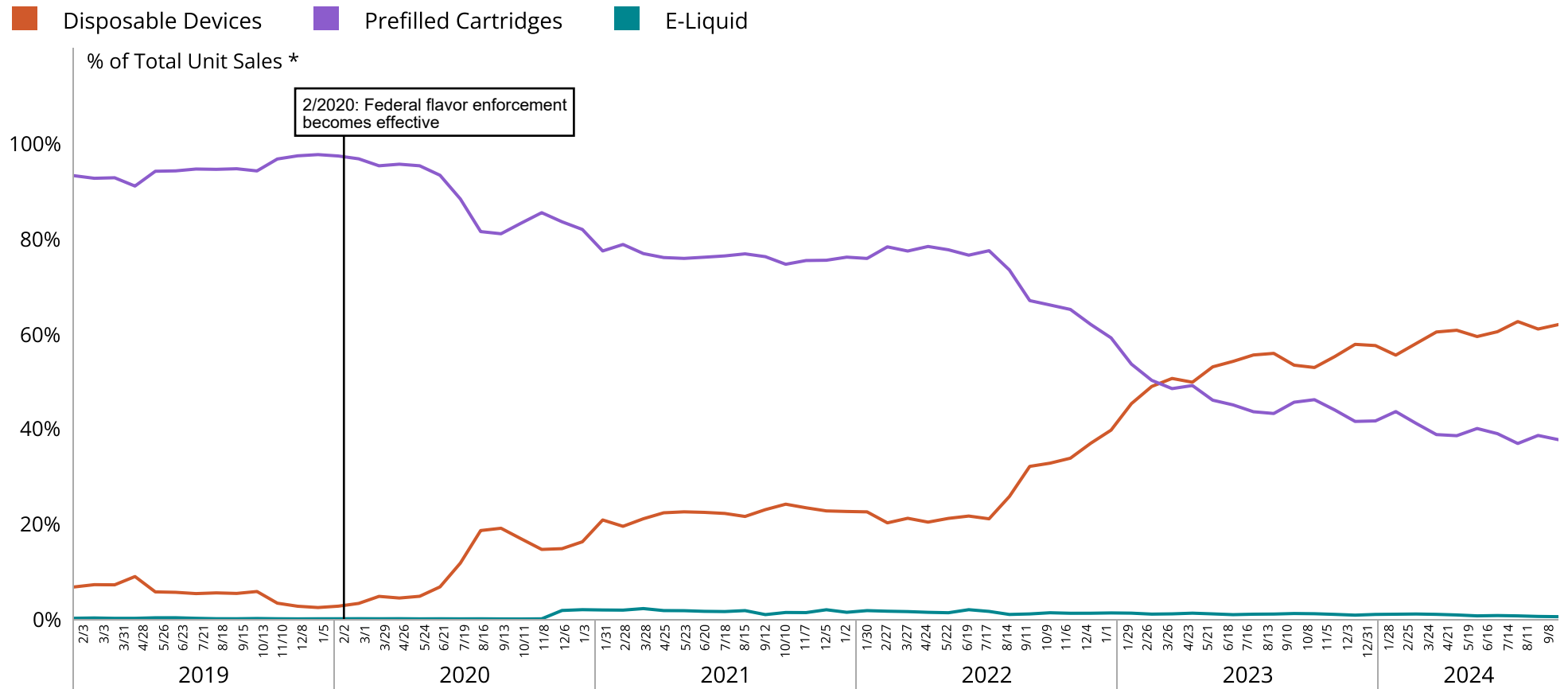
Menthol-flavored e-cigarette sales decreased from 78.3 thousand to 77.8 thousand (-0.7%); unit share decreased from 41.4% to 26.3%.

Mint-flavored e-cigarette sales decreased from 35.3 thousand to 1.2 thousand (-96.5%); unit share decreased from 18.7% to 0.4%.

All other-flavored e-cigarette sales increased from 18.3 thousand to 176.9 thousand (+865.0%); unit share increased from 9.7% to 59.9%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales decreased from 0.8 thousand to 0.1 thousand (-93.5%); unit share decreased from 0.4% to 0.0%.

## Figure 38. Oregon E-Cigarette Unit Share 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 Share by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 9/8/2024, unless otherwise specified

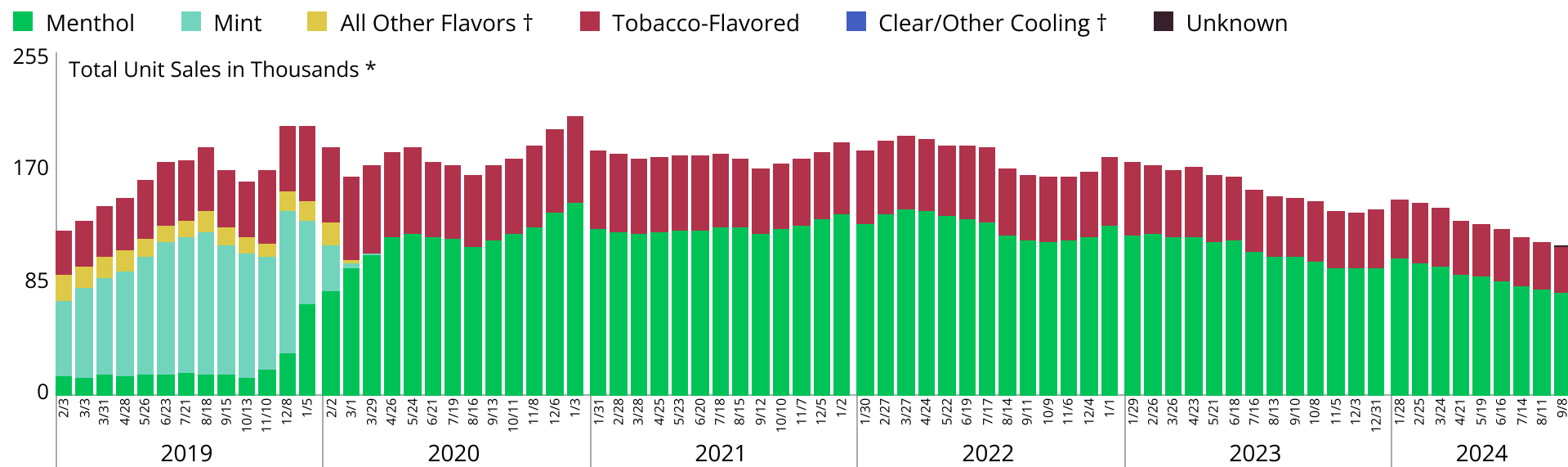
Unit share of disposable devices increased from 2.7% to 61.8% (+59.2%); unit sales increased from 5.1 thousand to 182.7 thousand.

Unit share of prefilled cartridges decreased from 97.3% to 37.7% (-59.6%); unit sales decreased from 184.2 thousand to 111.3 thousand.

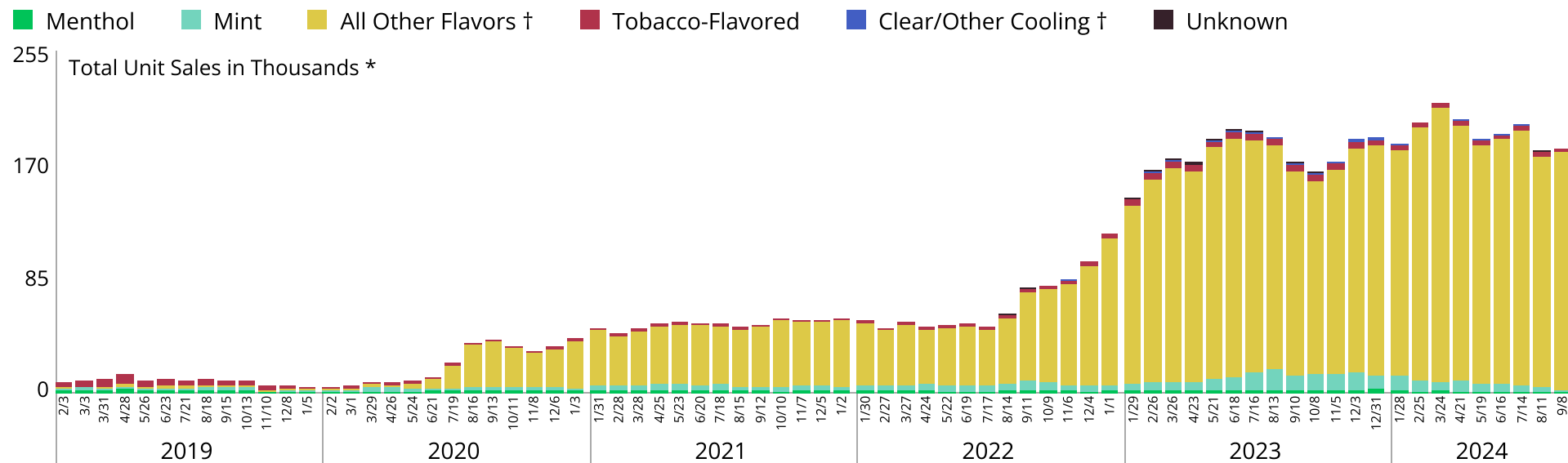


## Figure 39. Oregon E-Cigarette Unit Sales by Product Type and Flavor

### Prefilled Cartridges



### Disposable Devices

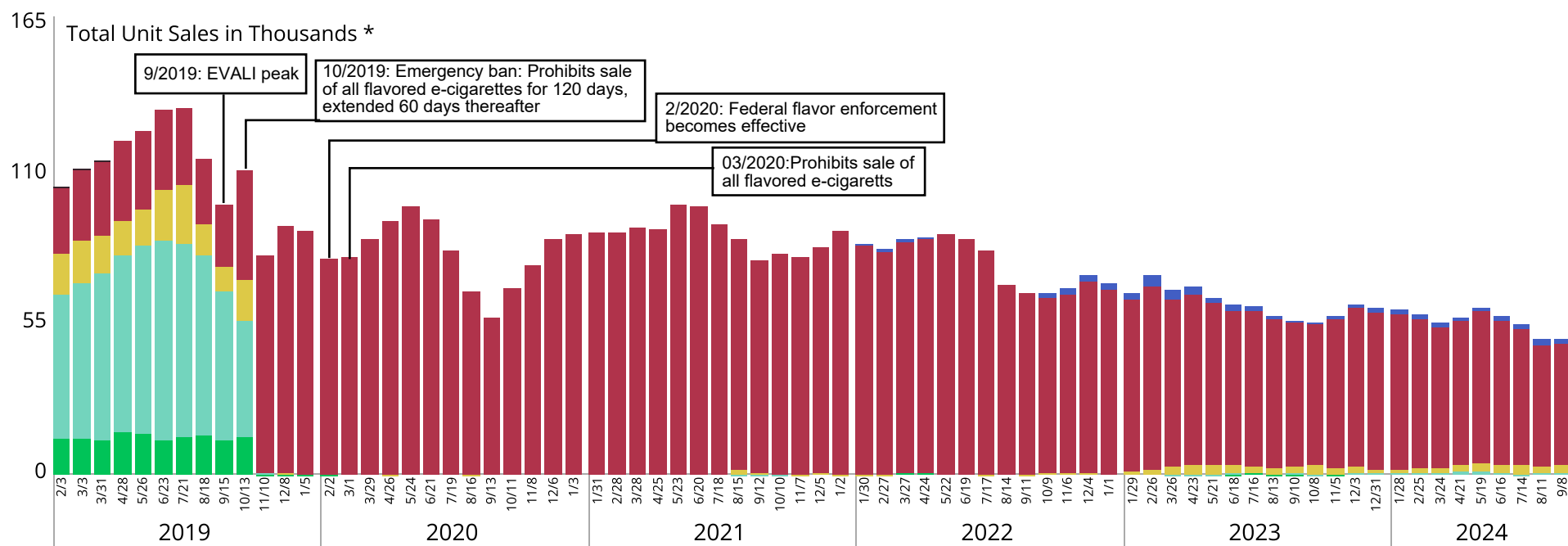


\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 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 9/8/2024, unless otherwise specified

Following Rhode Island's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 109.7 thousand to 49 thousand (-55.3%).

Tobacco-flavored e-cigarette sales increased from 39.5 thousand to 43.5 thousand (+10.1%); unit share increased from 36.0% to 88.7%.

Non-Tobacco-flavored e-cigarette sales decreased from 70.1 thousand to 5.5 thousand (-92.2%); unit share decreased from 64.0% to 11.2%.

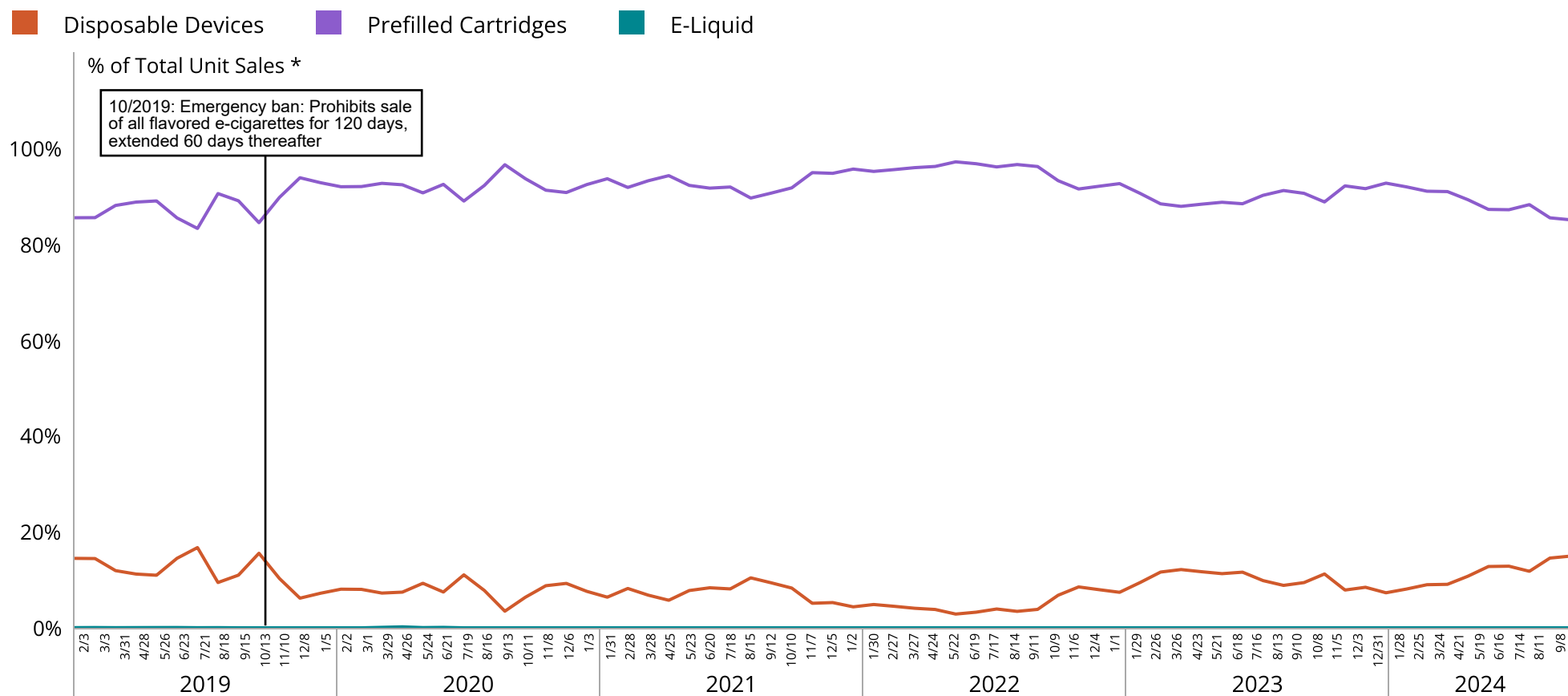
Menthol-flavored e-cigarette sales decreased from 13.4 thousand to 0.0 (-100.0%); unit share decreased from 12.3% to 0.0%.

Mint-flavored e-cigarette sales decreased from 41.8 thousand to 0.3 thousand (-99.4%); unit share decreased from 38.2% to 0.5%.

All other-flavored e-cigarette sales decreased from 14.9 thousand to 3.5 thousand (-76.3%); unit share decreased from 13.6% to 7.2%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales decreased from 2.6 thousand to 1.7 thousand (-35.0%); unit share increased from 2.4% to 3.5%.

## Figure 41. Rhode Island E-Cigarette Unit Share 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 Share by Product Type Following Rhode Island's Flavored E-cigarette Restriction

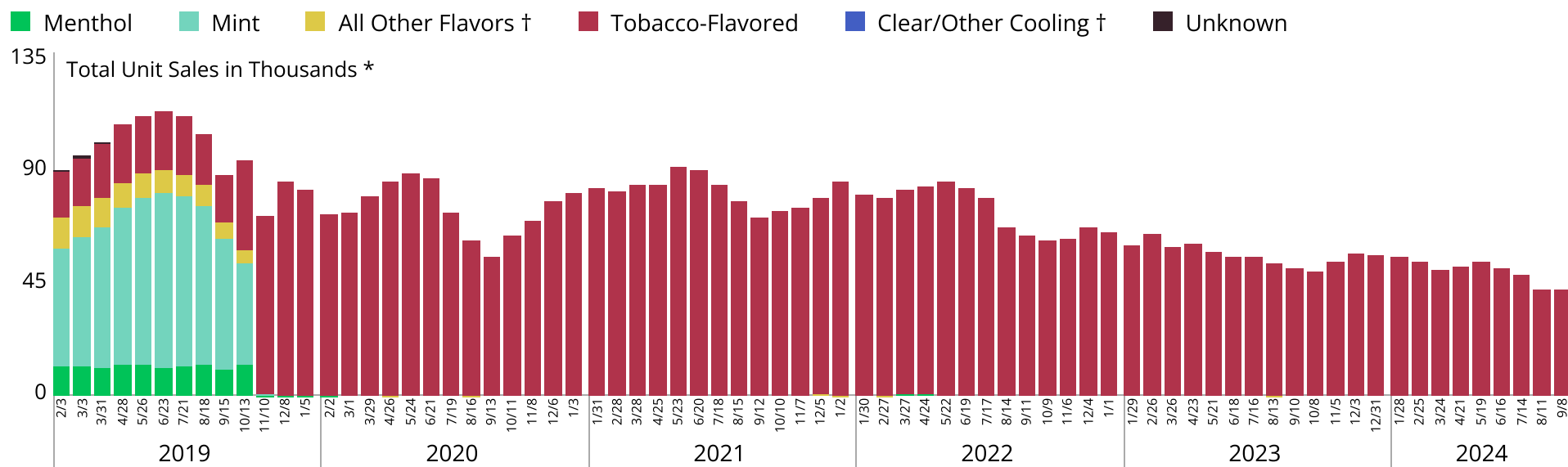
From 10/13/2019 to 9/8/2024, unless otherwise specified

Unit share of disposable devices decreased from 15.5% to 15.0% (-0.6%); unit sales decreased from 17.1 thousand to 7.3 thousand.

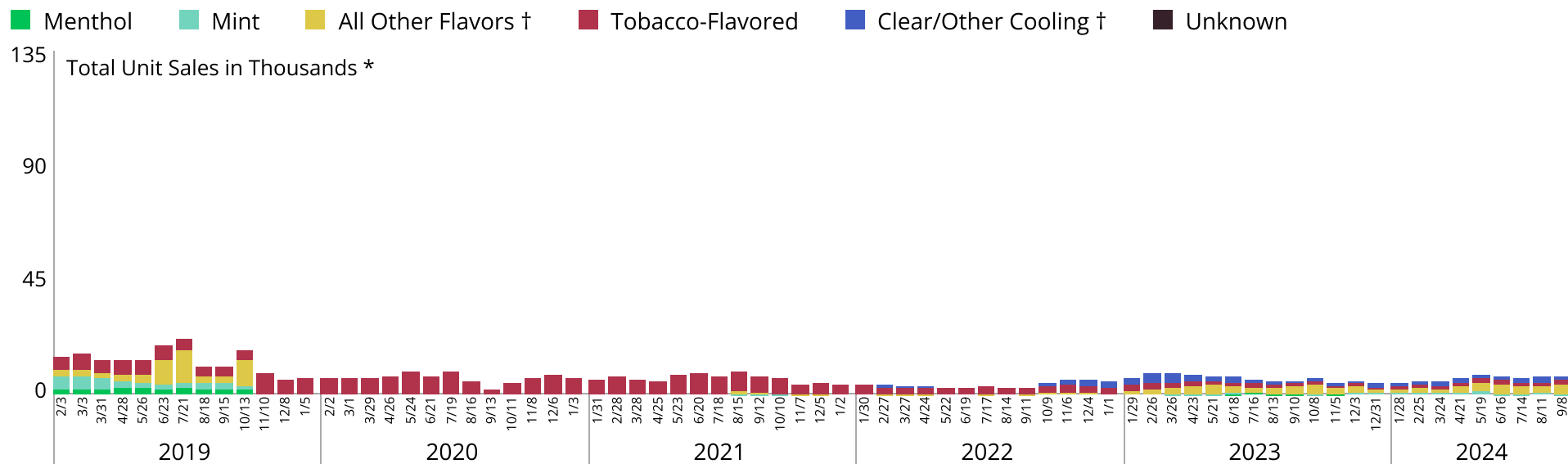
Unit share of prefilled cartridges increased from 84.5% to 85.0% (+0.6%); unit sales decreased from 92.6 thousand to 41.7 thousand.

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

### Prefilled Cartridges



### Disposable Devices

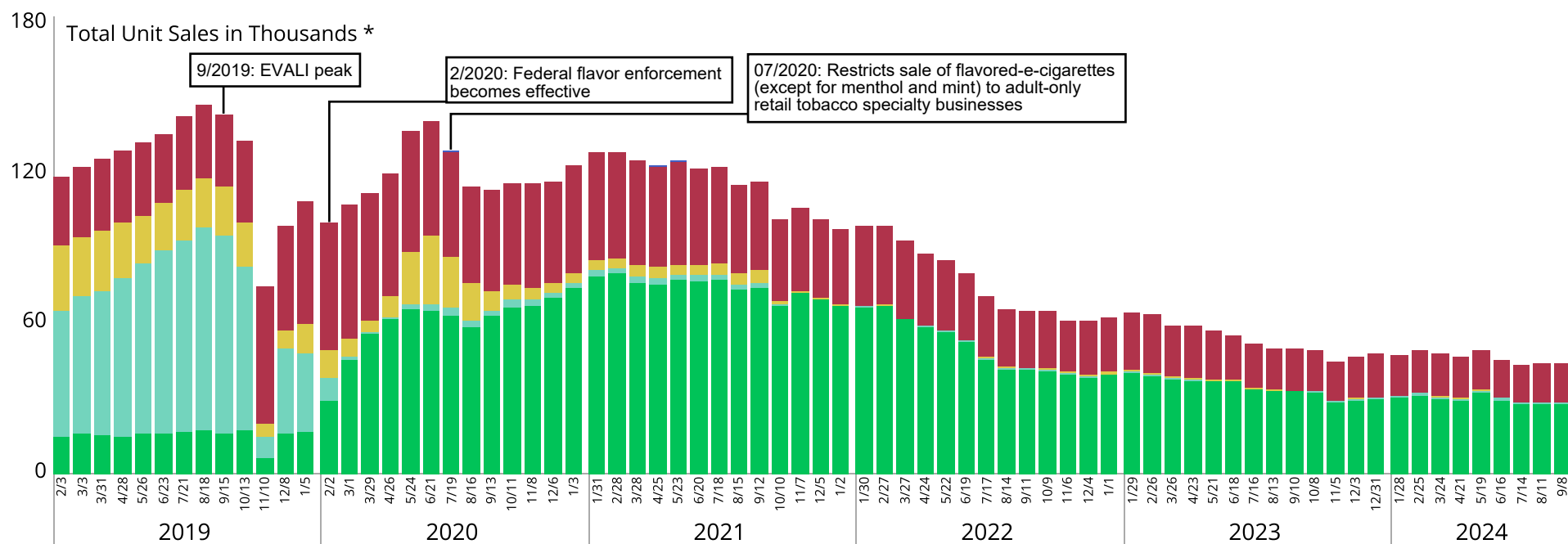


\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 9/8/2024, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales decreased from 98.9 thousand to 43.8 thousand (-55.7%).

Tobacco-flavored e-cigarette sales decreased from 50.2 thousand to 15.5 thousand (-69.1%); unit share decreased from 50.8% to 35.5%.

Non-Tobacco-flavored e-cigarette sales decreased from 48.6 thousand to 28.3 thousand (-41.8%); unit share increased from 49.2% to 64.5%.

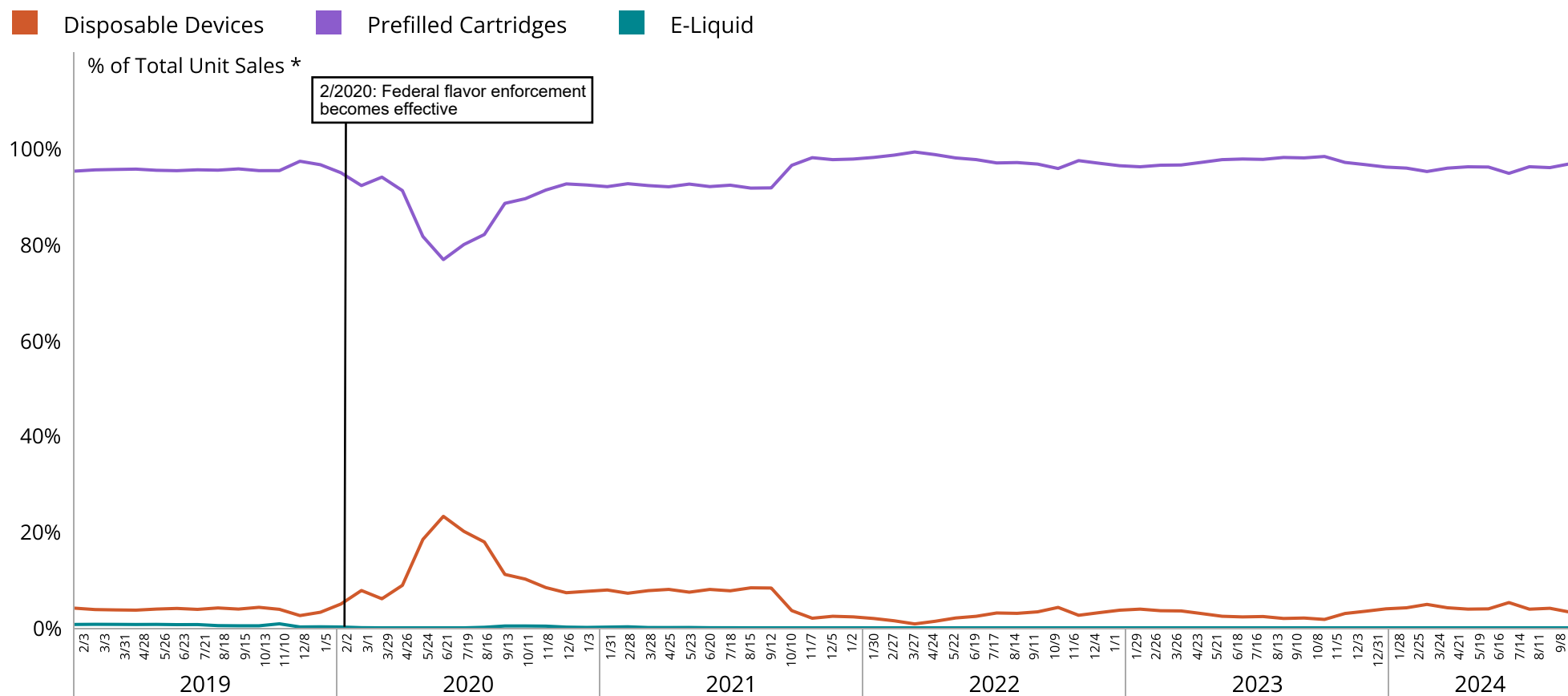
Menthol-flavored e-cigarette sales decreased from 28.8 thousand to 27.7 thousand (-3.7%); unit share increased from 29.1% to 63.2%.

Mint-flavored e-cigarette sales decreased from 8.8 thousand to 0.4 thousand (-95.3%); unit share decreased from 8.9% to 0.9%.

All other-flavored e-cigarette sales decreased from 11.0 thousand to 0.2 thousand (-98.5%); unit share decreased from 11.1% to 0.4%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales increased from 0 units to 3 units (+204.7%); unit share increased from 0.0% to 0.0%.

## Figure 44. Utah E-Cigarette Unit Share 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.

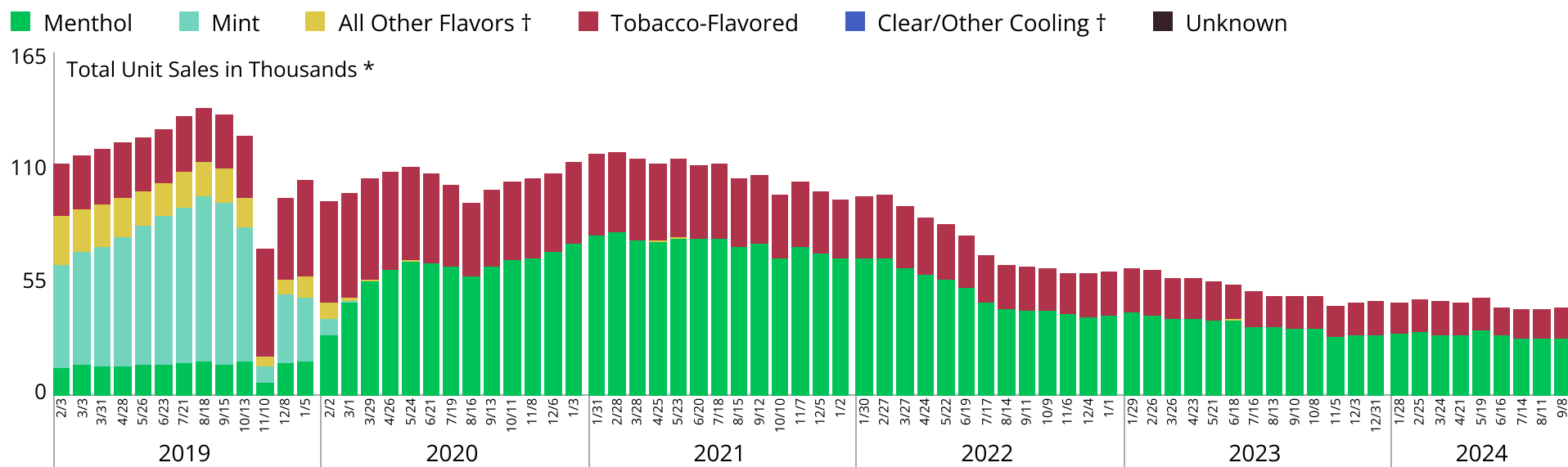
### Trends of Unit Share by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 9/8/2024, unless otherwise specified

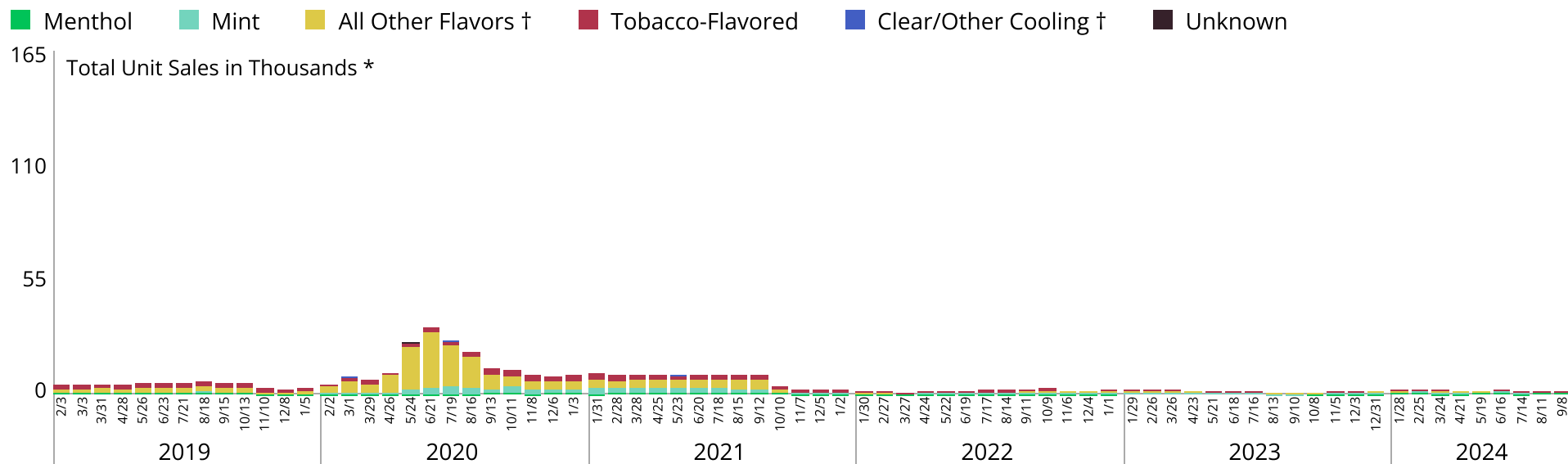
- Unit share of disposable devices decreased from 5.0% to 3.3% (-1.7%); unit sales decreased from 4.9 thousand to 1.4 thousand.
- Unit share of prefilled cartridges increased from 94.9% to 96.7% (+1.9%); unit sales decreased from 93.8 thousand to 42.4 thousand.

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

### Prefilled Cartridges



### Disposable Devices

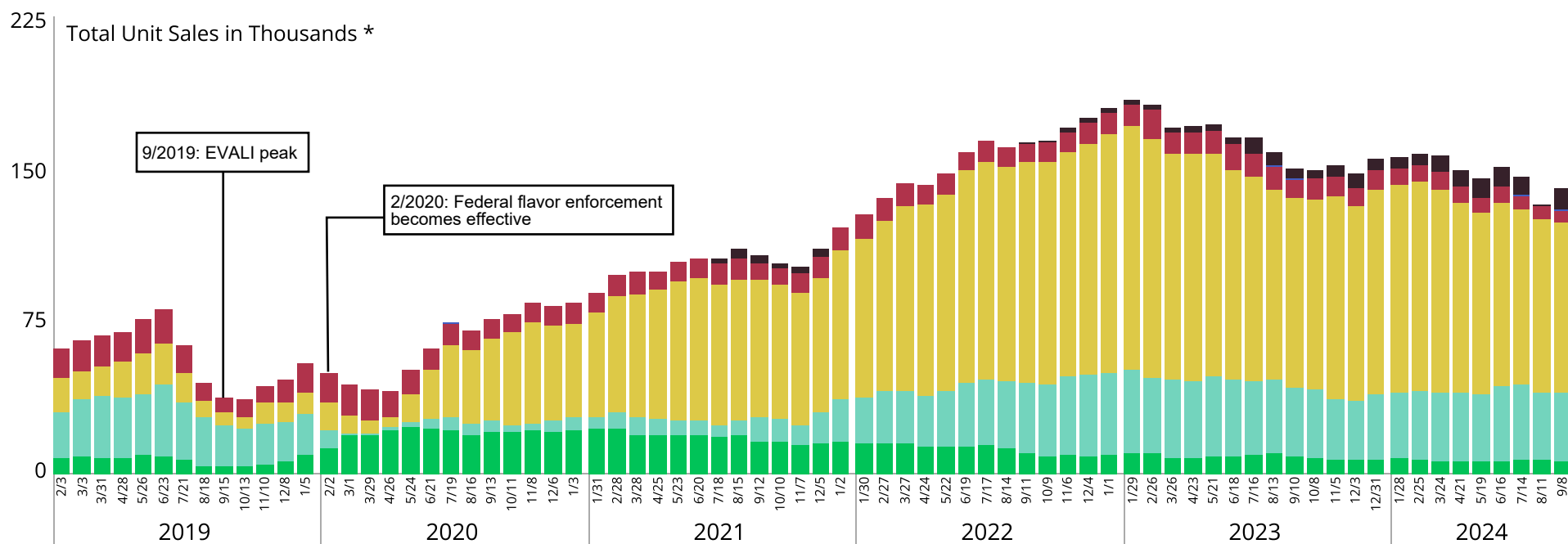


\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 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 Vermont's Flavored E-cigarette Restriction

#### From 1/30/2022 to 9/8/2024, unless otherwise specified

Following Vermont's flavored e-cigarette restrictions, monthly e-cigarette total unit sales increased from 127.7 thousand to 140.7 thousand (+10.2%).

Tobacco-flavored e-cigarette sales decreased from 11.7 thousand to 6.2 thousand (-47.2%); unit share decreased from 9.1% to 4.4%.

Non-Tobacco-flavored e-cigarette sales increased from 116.0 thousand to 124.0 thousand (+6.8%); unit share decreased from 90.9% to 88.1%.

Menthol-flavored e-cigarette sales decreased from 15.5 thousand to 6.0 thousand (-61.3%); unit share decreased from 12.1% to 4.3%.

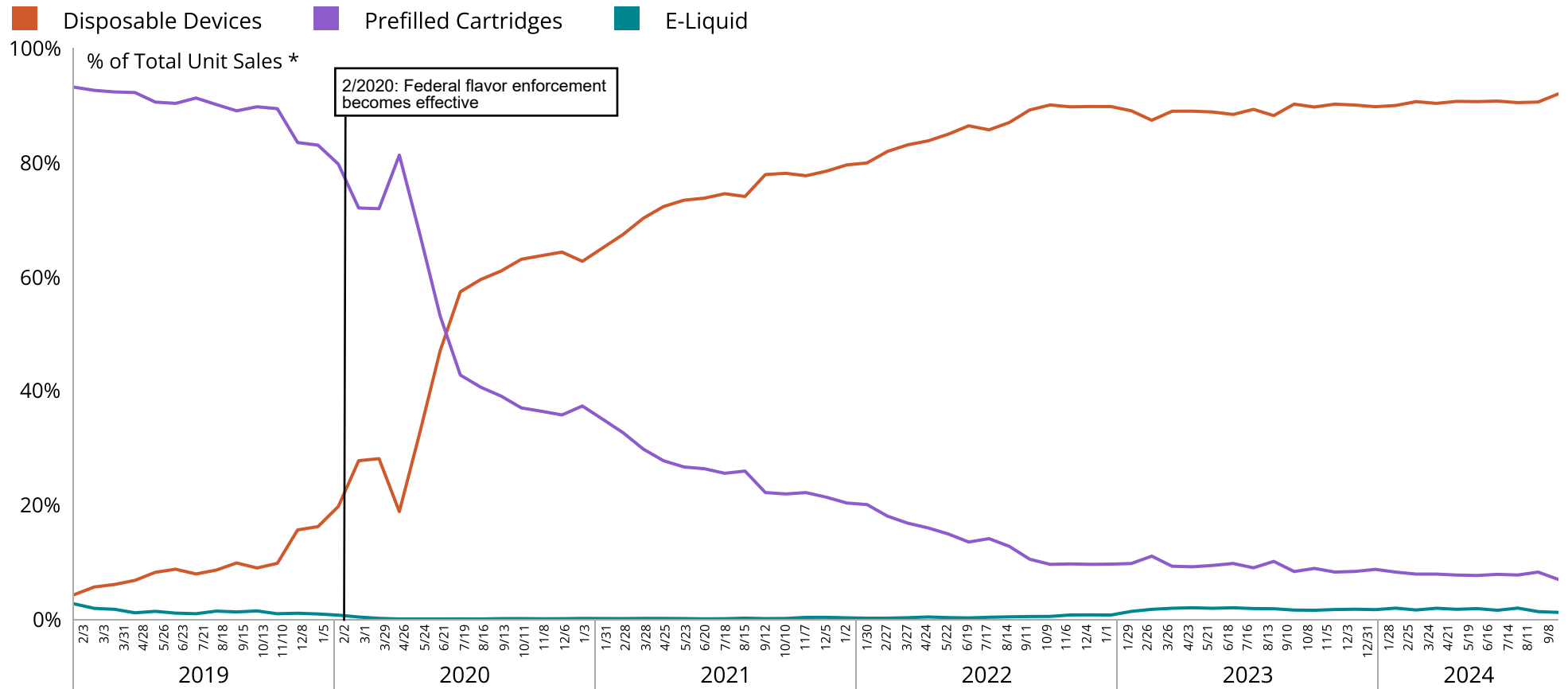
Mint-flavored e-cigarette sales increased from 21.9 thousand to 33.9 thousand (+54.3%); unit share increased from 17.2% to 24.1%.

All other-flavored e-cigarette sales increased from 78.6 thousand to 83.7 thousand (+6.5%); unit share decreased from 61.5% to 59.5%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales increased from 0.0 to 0.4 thousand (+42,300.9%); unit share increased from 0.0% to 0.3%.



## Figure 47. Vermont E-Cigarette Unit Share 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 Share by Product Type Following Vermont's Flavored E-cigarette Restriction

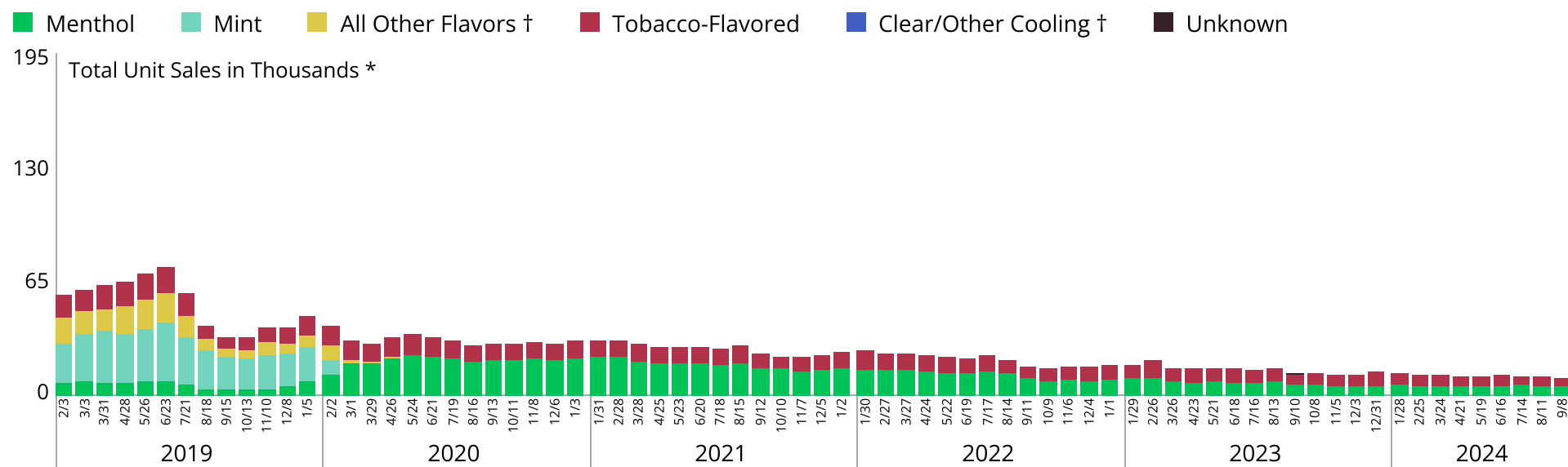
From 1/30/2022 to 9/8/2024, unless otherwise specified

Unit share of disposable devices increased from 79.8% to 91.9% (+12.1%); unit sales increased from 102 thousand to 129.4 thousand.

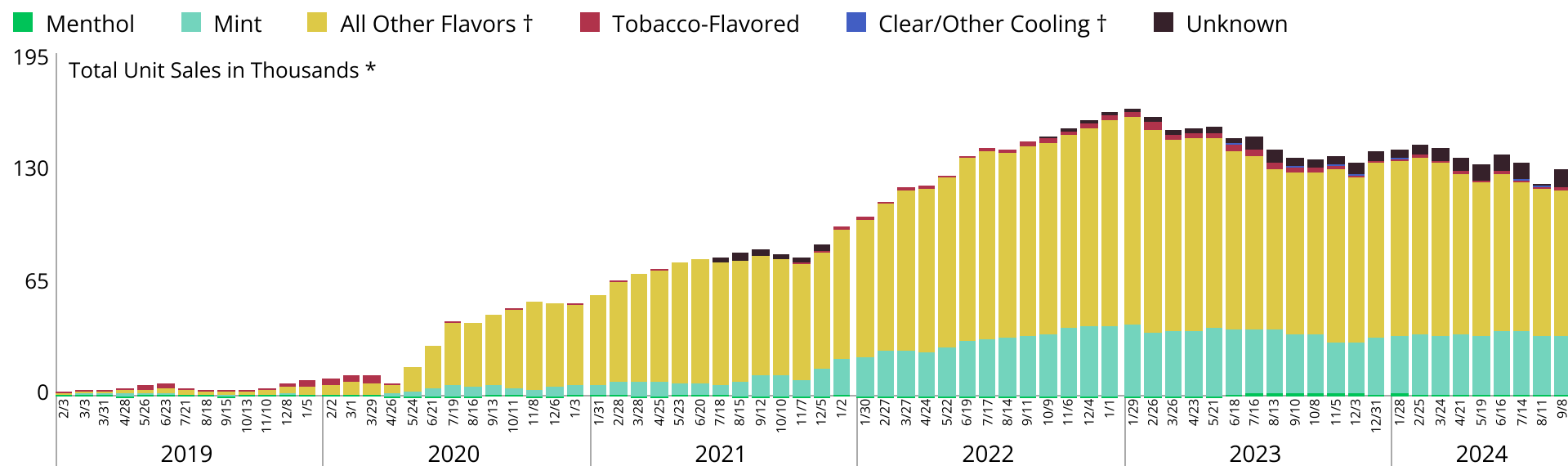
Unit share of prefilled cartridges decreased from 20.0% to 6.9% (-13.1%); unit sales decreased from 25.6 thousand to 9.7 thousand.

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

### Prefilled Cartridges



### Disposable Devices

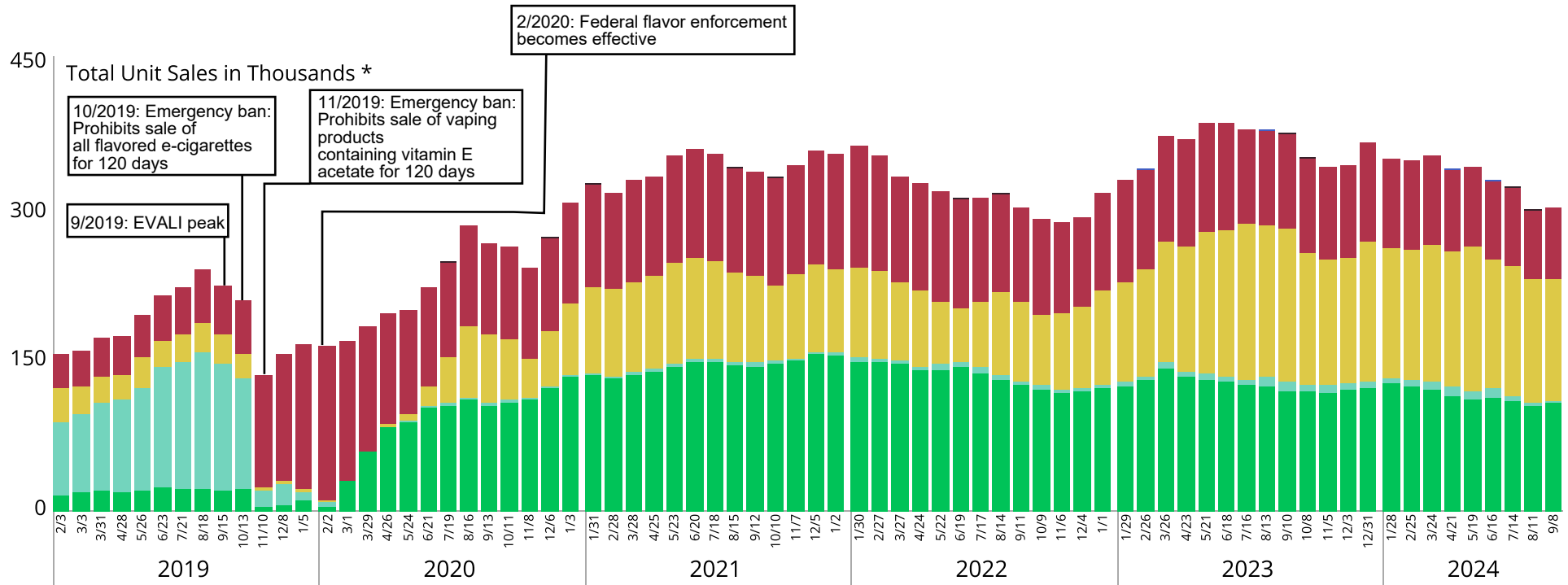


\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product 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 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 9/8/2024, 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 300.8 thousand (+84.0%).

Tobacco-flavored e-cigarette sales decreased from 152.8 thousand to 71.0 thousand (-53.6%); unit share decreased from 93.5% to 23.6%.

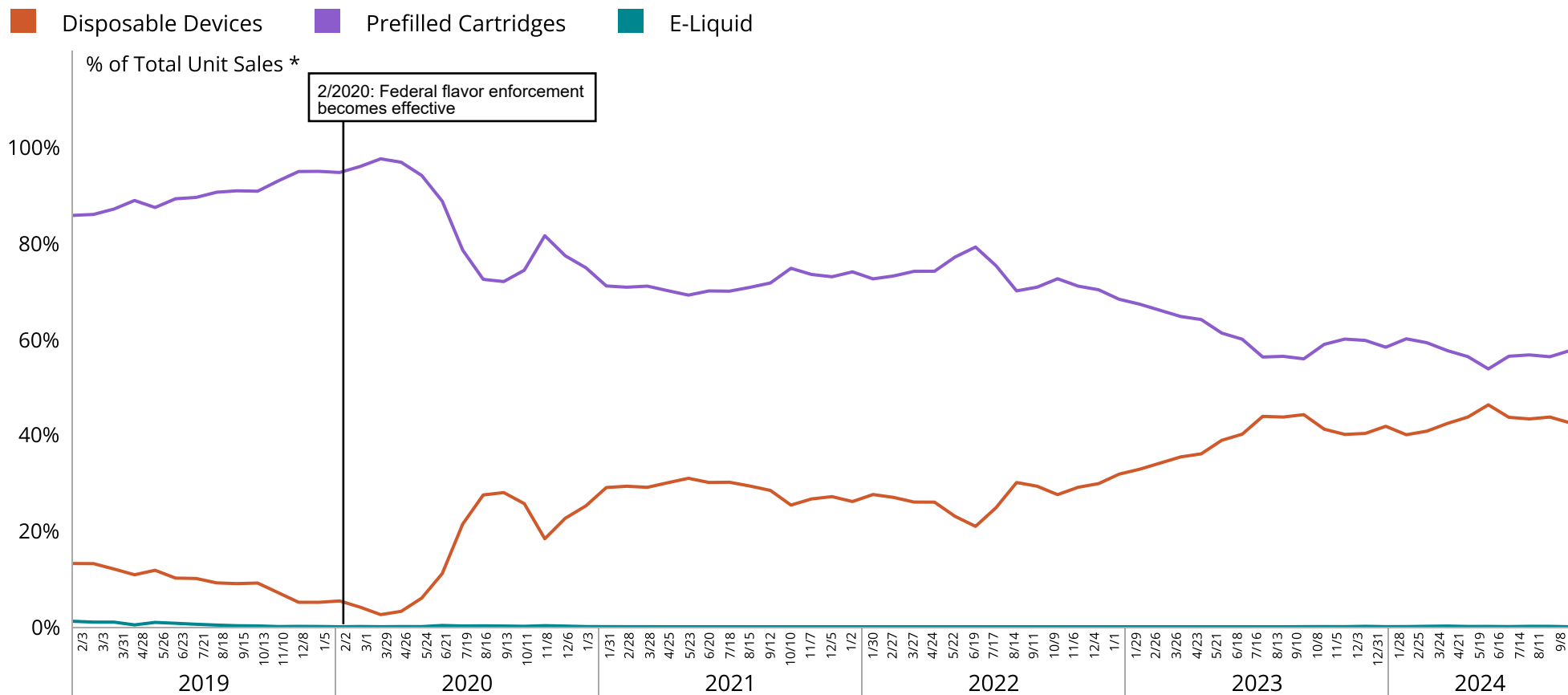
Non-Tobacco-flavored e-cigarette sales increased from 10.7 thousand to 229.3 thousand (+2,043.4%); unit share increased from 6.5% to 76.2%.

Menthol-flavored e-cigarette sales increased from 5.0 thousand to 106.9 thousand (+2,028.3%); unit share increased from 3.1% to 35.6%.

Mint-flavored e-cigarette sales decreased from 4.2 thousand to 2.9 thousand (-29.8%); unit share decreased from 2.6% to 1.0%.

All other-flavored e-cigarette sales increased from 1.5 thousand to 119.2 thousand (+8,040.8%); unit share increased from 0.9% to 39.6%.

Between 12/4/2022 and 9/8/2024 clear/other cooling flavored e-cigarette sales increased from 0.0 to 0.2 thousand (+1,401.0%); unit share increased from 0.0% to 0.1%.

**Figure 50. Washington E-Cigarette Unit Share 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 Share by Product Type Following FDA's Flavor Enforcement Policy

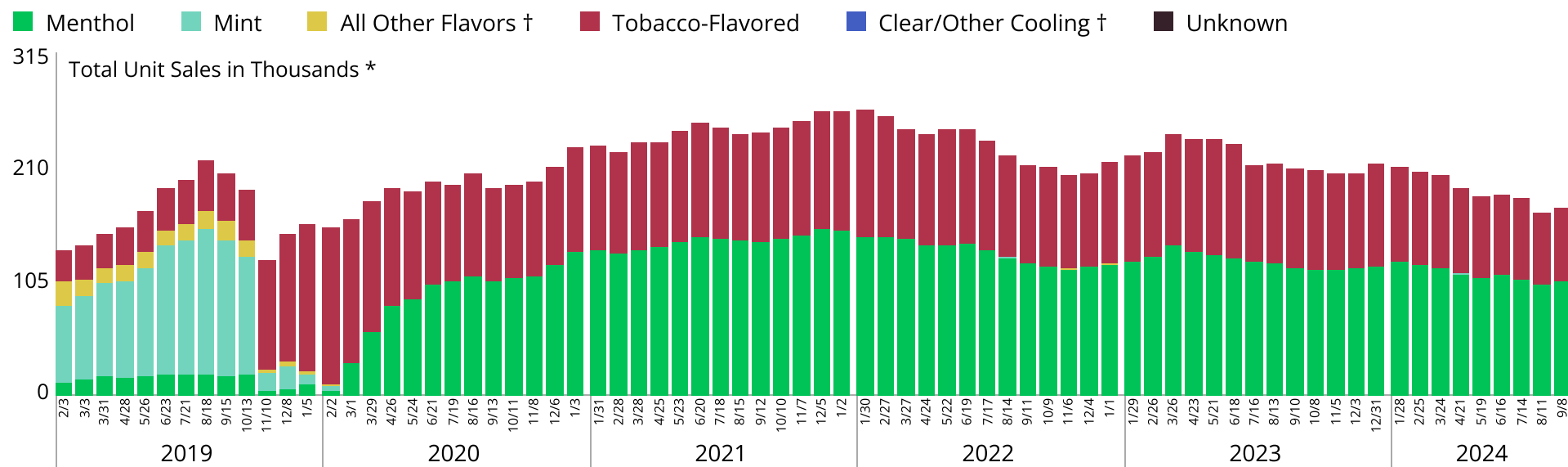
From 2/2/2020 to 9/8/2024, unless otherwise specified

Unit share of disposable devices increased from 5.4% to 42.5% (+37.1%); unit sales increased from 8.8 thousand to 127.7 thousand.

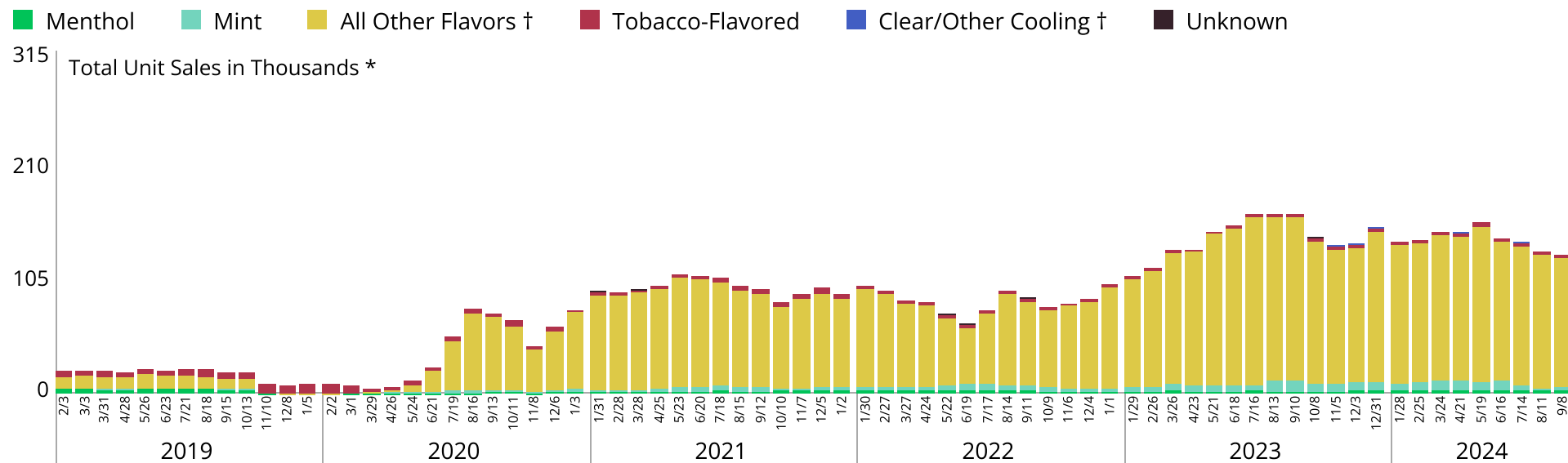
Unit share of prefilled cartridges decreased from 94.6% to 57.5% (-37.1%); unit sales increased from 154.7 thousand to 173.1 thousand.

## Figure 51. Washington 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)