

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

**This data brief highlights trends in e-cigarette unit sales in selected states. Data is presented from January 2016 to December 2020.**

- **Federal Legislative and Regulatory Initiatives**

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

- **Other Relevant Issues**

- Between August 2019 and January 2020, federal, state, and local public health entities investigated a national outbreak of e-cigarette or vaping product use-associated lung injury (EVALI) which was associated with a sustained decrease in e-cigarette sales. Awareness of the outbreak and higher EVALI risk perceptions was associated with twice the odds of intending to quit, and lower intentions to own an e-cigarette or vape device in the future.<sup>1</sup>
- By mid-March 2020, nearly all U.S. states had declared a state of emergency due to the novel coronavirus disease (COVID-19) pandemic. States and local jurisdictions enacted various public health interventions to limit the spread of COVID-19, including temporary closures of non-essential businesses and schools, restrictions on public gatherings, and quarantine measures. The impact of COVID-19 on e-cigarette sales is not known yet but a study that examined use in the first few months of the pandemic found a decline in e-cigarette use among adolescents and young adults.<sup>2</sup>

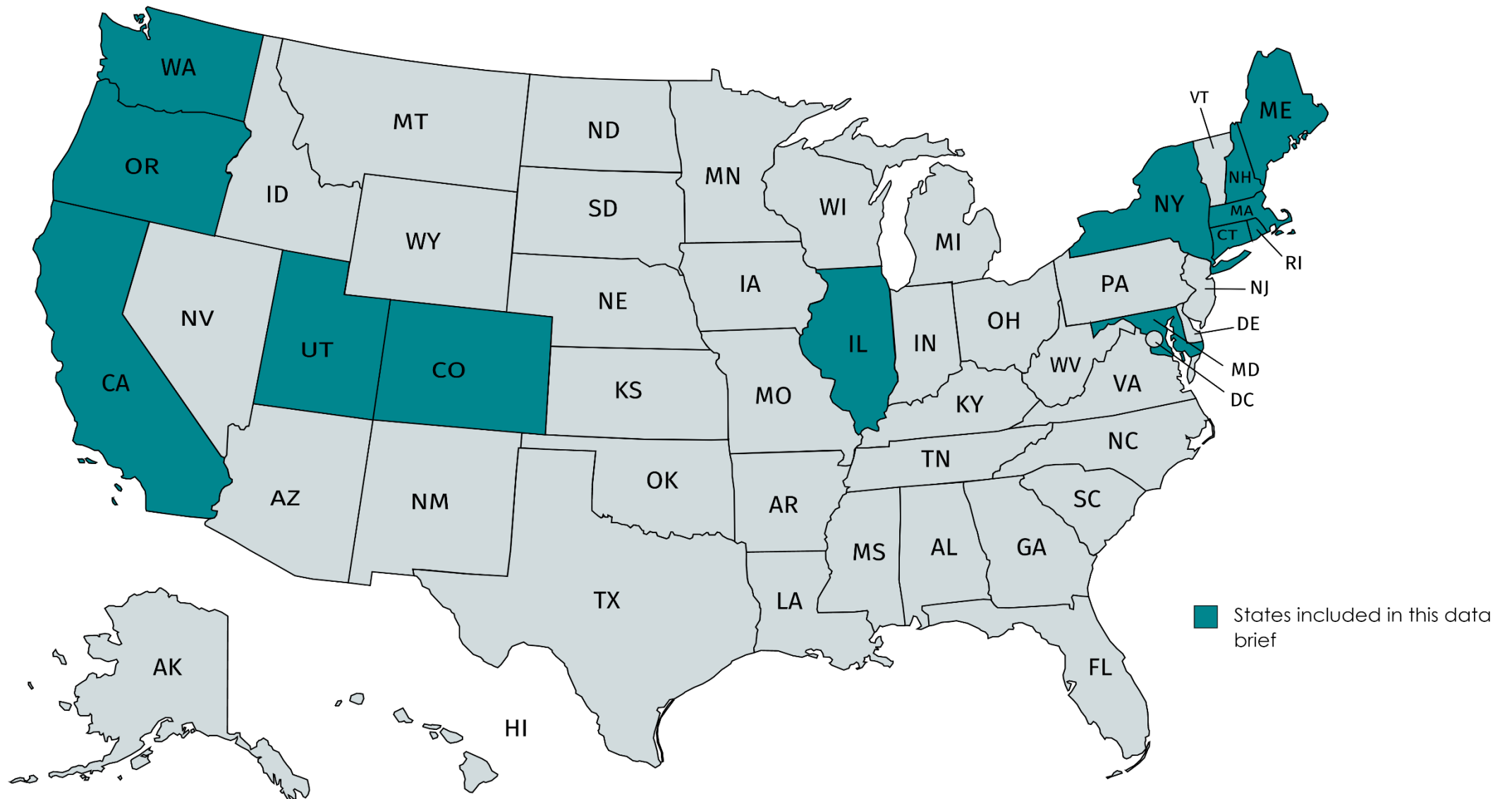
- **State and Local Legislative Initiatives**

- Communities and states have begun to enact laws that prohibit sales of flavored tobacco products, including e-cigarettes.

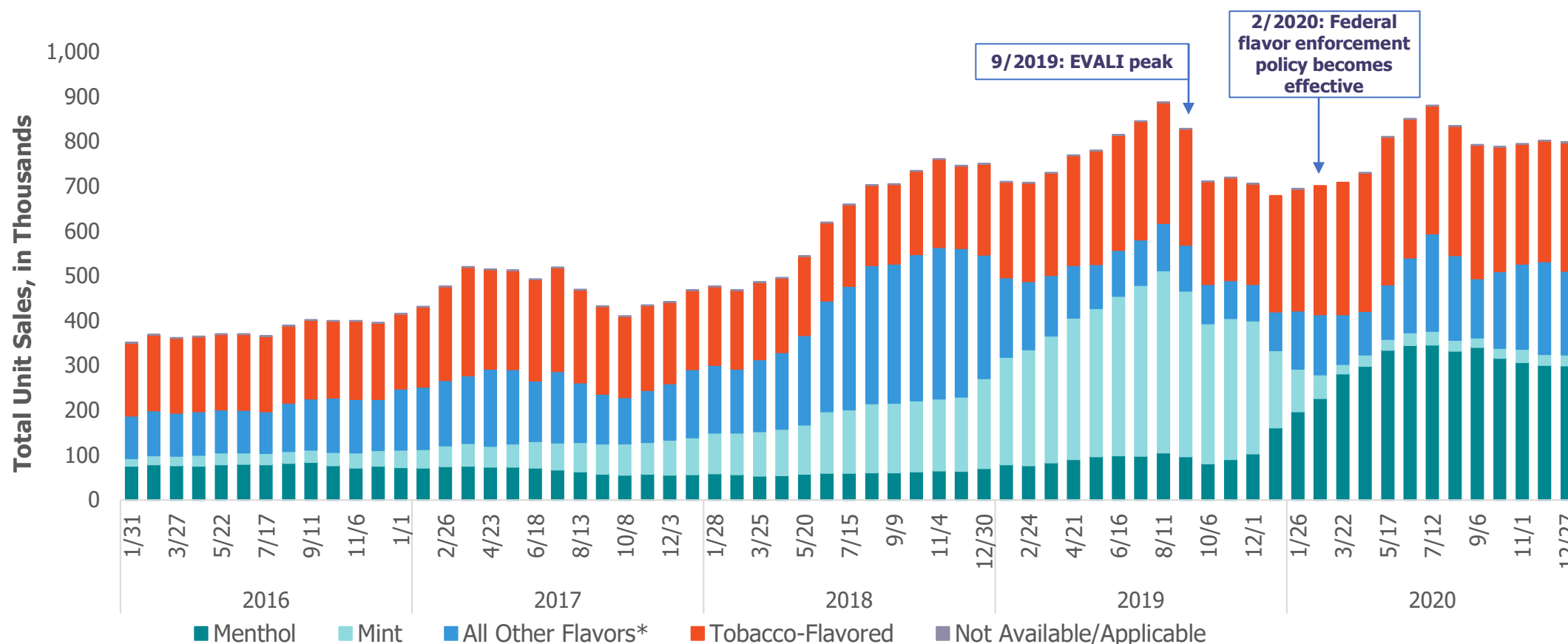
1. Kreslake JM, Diaz MC, Shinaba M, Vallone DM, Hair EC. Youth and young adult risk perceptions and behaviours in response to an outbreak of e-cigarette/vaping-associated lung injury (EVALI) in the USA. *Tob Control*. Published online January 13, 2021:tobaccocontrol-2020-056090. doi:10.1136/tobaccocontrol-2020-056090

2. Gaiha SM, Lempert LK, Halpern-Felsher B. Underage youth and young adult e-cigarette use and access before and during the coronavirus disease 2019 pandemic. *JAMA Network Open*. 2020;3(12):e2027572-e2027572. doi:10.1001/jamanetworkopen.2020.27572

## States Presented in the Data Brief



**Figure 1. California E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\***

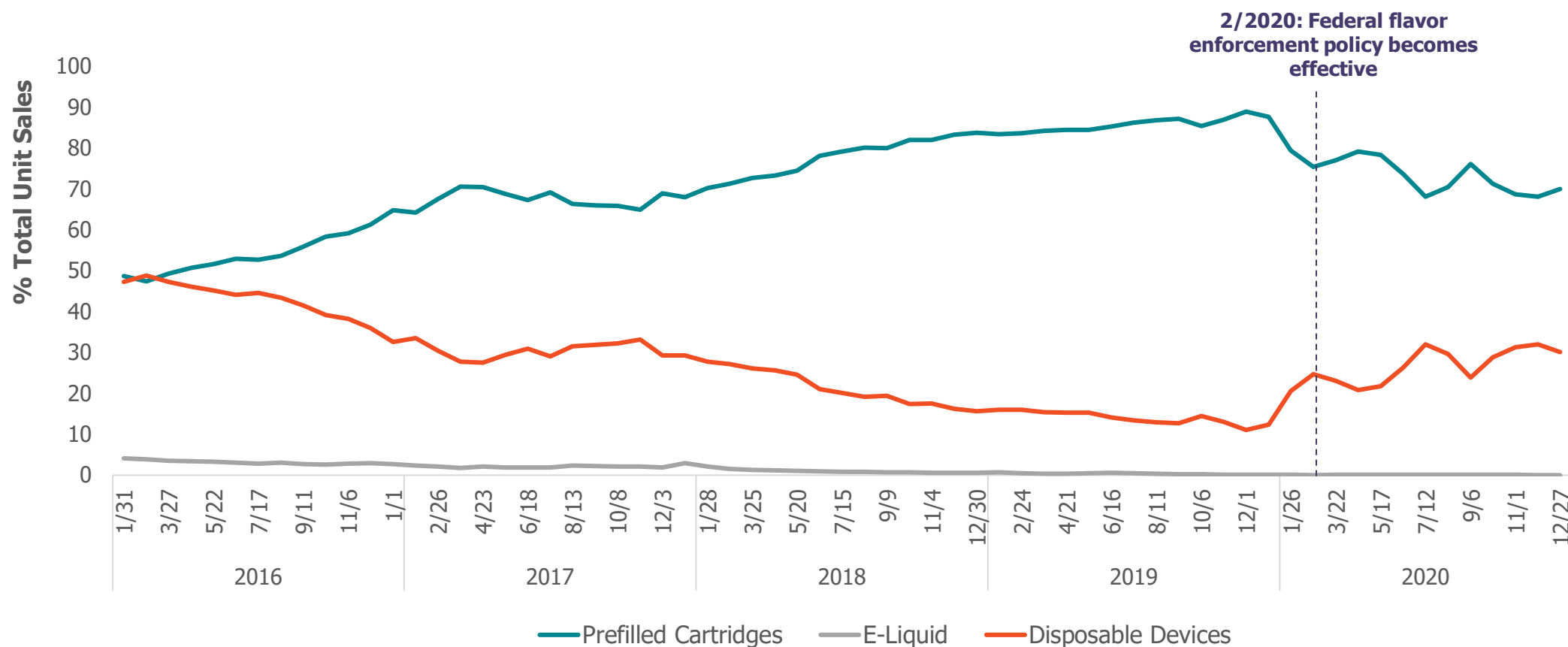


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories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

### Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 15.0% to 797.3 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 37.6% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 35.9% of the entire e-cigarette market
- From January 26, 2020 to December 27, 2020 :
  - Menthol-flavored e-cigarette sales increased by 52.4% (from 196.5 thousand to 299.6 thousand);
  - Tobacco-flavored e-cigarette sales increased by 5.5% (from 271.5 thousand to 286.6 thousand);
  - Mint-flavored e-cigarette sales decreased by 75.1% (from 95.5 thousand to 23.7 thousand); and
  - All other-flavored e-cigarette sales increased by 44.2% (from 130.0 thousand to 187.4 thousand).

**Figure 2. California E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***

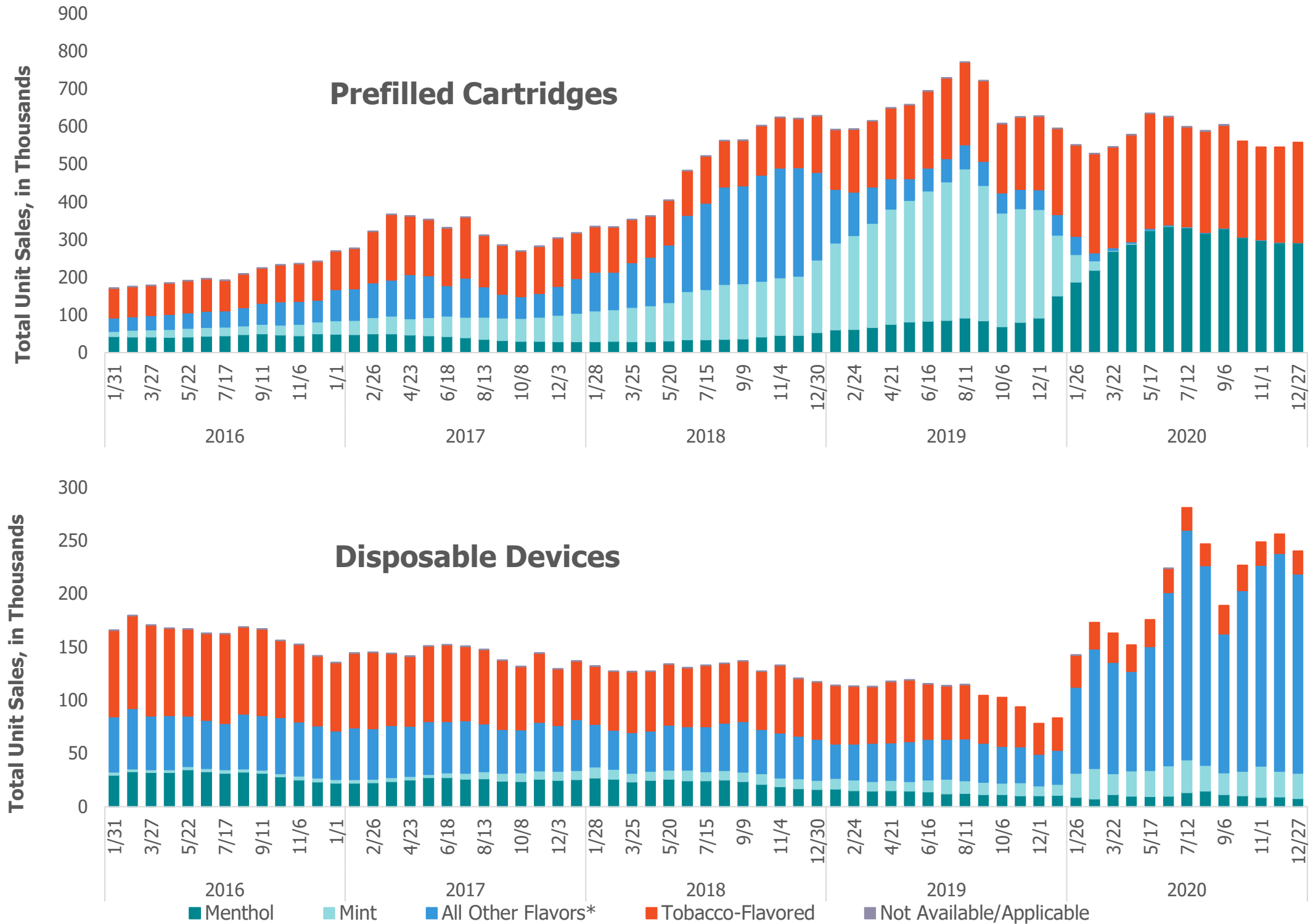


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices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

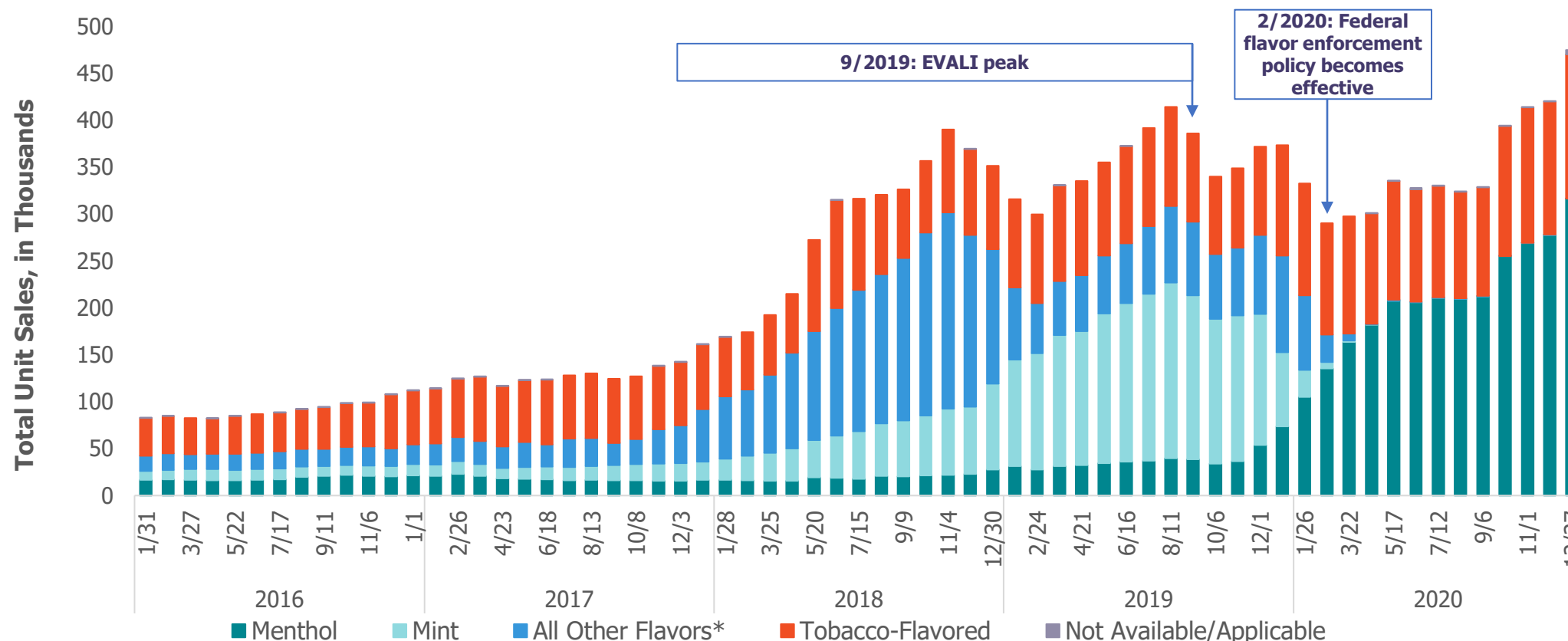
### Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges decreased from 75.3% of total sales to 70.0% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices increased from 24.7% of total sales to 30.0% of total sales between February 23, 2020 to December 27, 2020.

**Figure 3. California E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020**



**Figure 4. Colorado E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\***

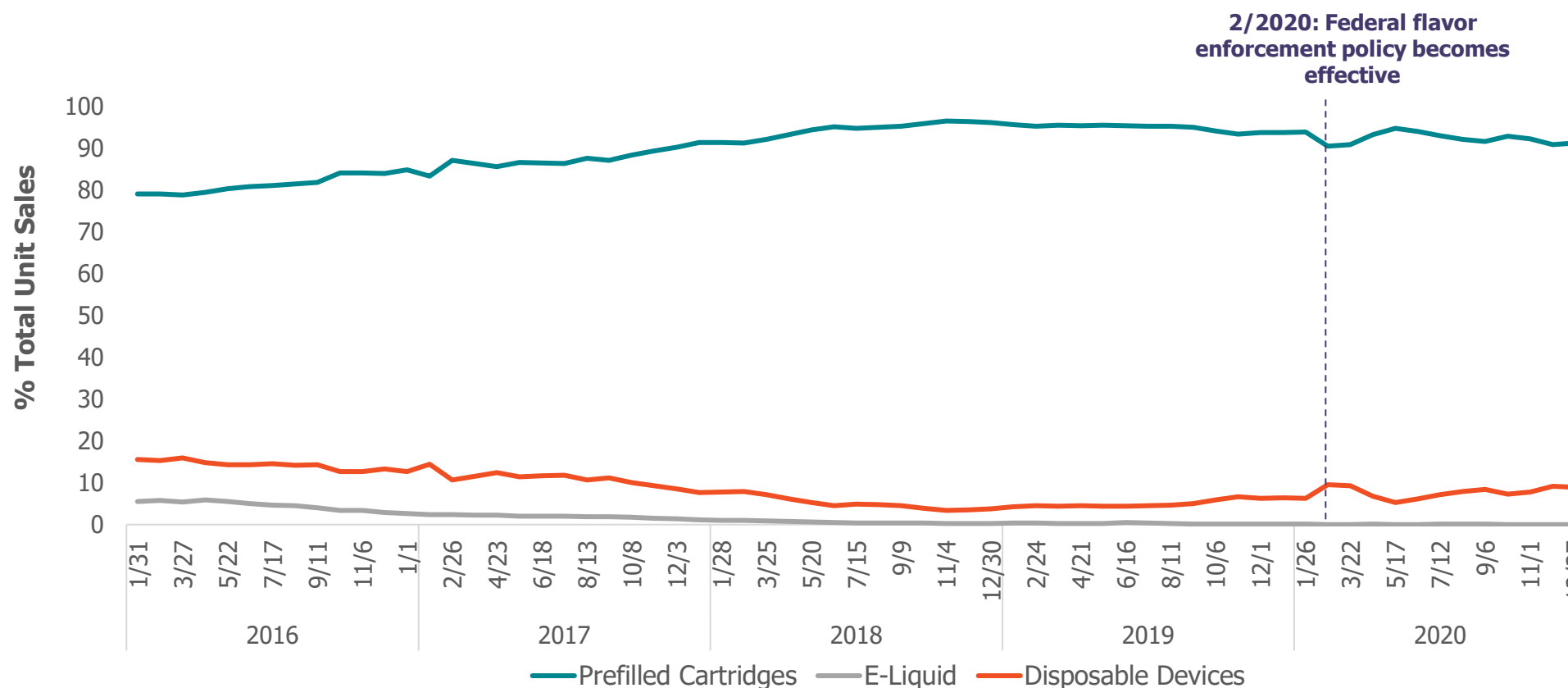


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories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

### Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 46.9% to 521.2 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 62.7% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 31.0% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020 :
  - Menthol-flavored e-cigarette sales increased by 196.6% (from 110.3 thousand to 327.0 thousand);
  - Tobacco-flavored e-cigarette sales increased by 30.5% (from 123.7 thousand to 161.3 thousand);
  - Mint-flavored e-cigarette sales decreased by 91.0% (from 29.4 thousand to 2.7 thousand); and
  - All other-flavored e-cigarette sales decreased by 72.2% (from 91.5 thousand to 25.4 thousand).

**Figure 5. Colorado E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***

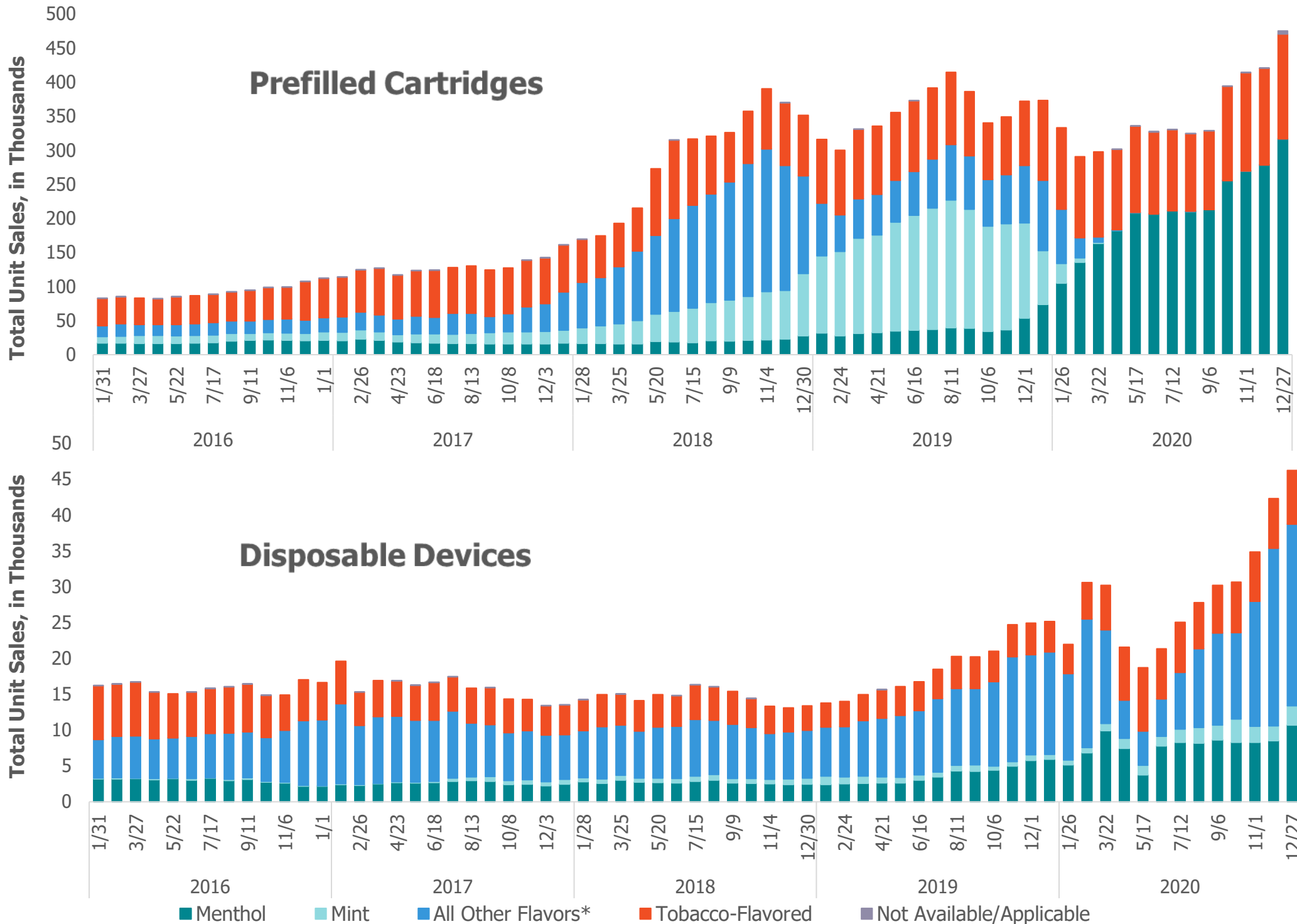


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices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

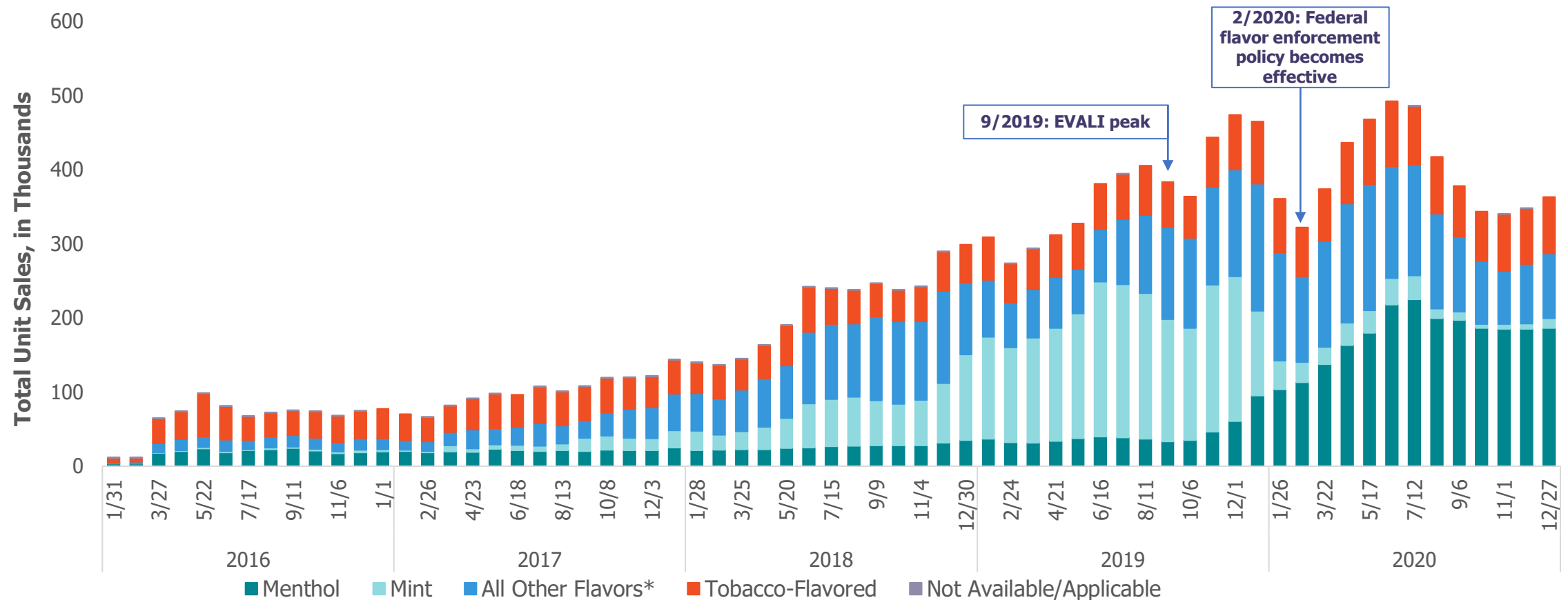
### Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 90.5% of total sales to 91.1% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 9.5% of total sales to 8.9% of total sales between February 23, 2020 to December 27, 2020.

**Figure 6. Colorado E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020**





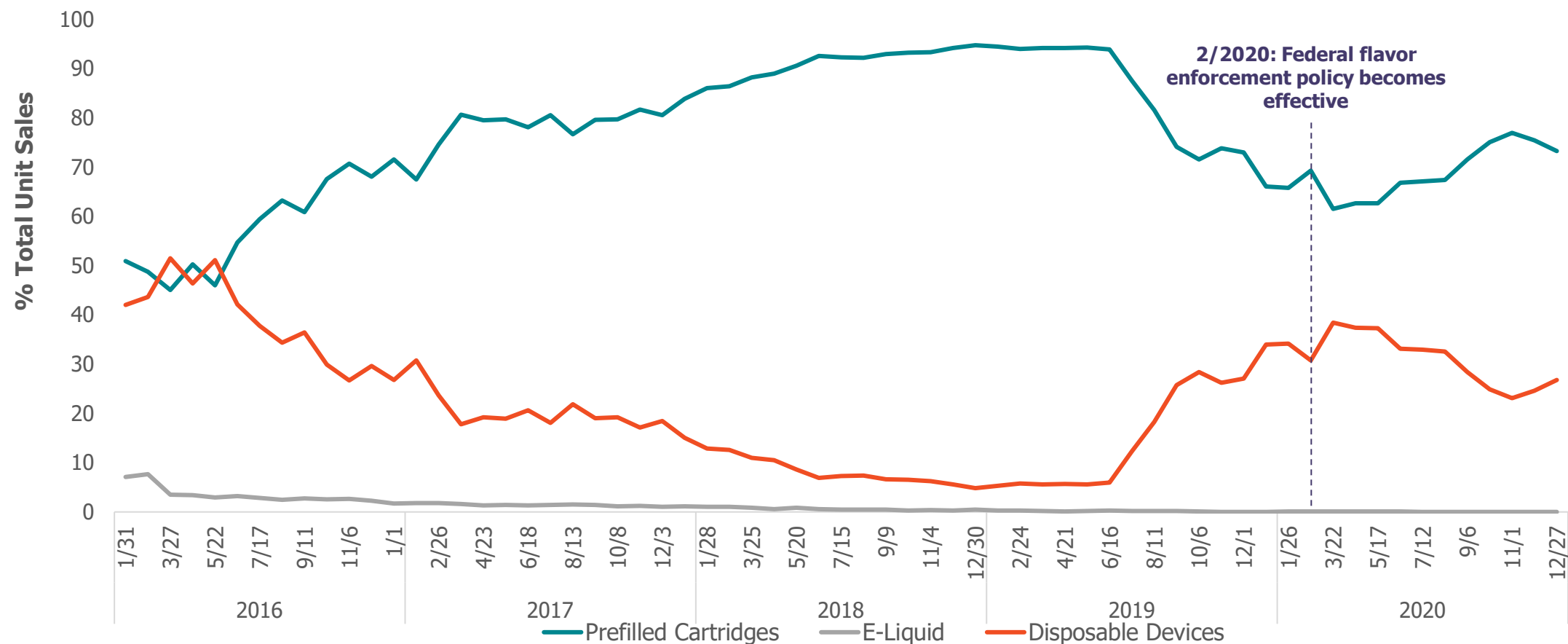
**Figure 7. Connecticut E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\***

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

### Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 0.7% to 363.1 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 51.3% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 20.9% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020 :
  - Menthol-flavored e-cigarette sales increased by 79.7% (from 103.7 thousand to 186.4 thousand);
  - Tobacco-flavored e-cigarette sales increased by 4.8% (from 72.6 thousand to 76.0 thousand);
  - Mint-flavored e-cigarette sales decreased by 66.3% (from 38.4 thousand to 12.9 thousand); and
  - All other-flavored e-cigarette sales decreased by 39.9% (from 146.0 thousand to 87.7 thousand).

**Figure 8. Connecticut E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***

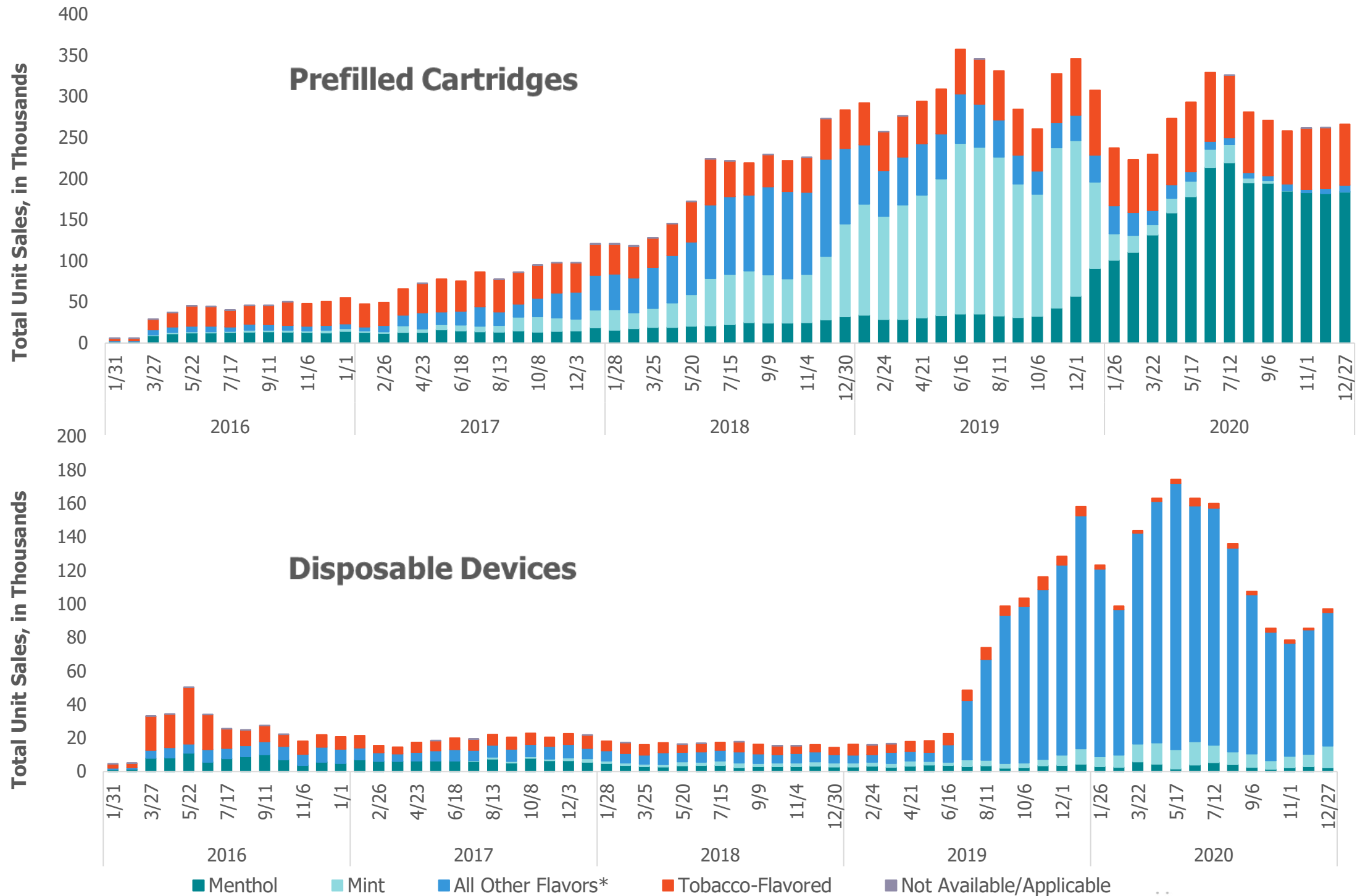


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices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

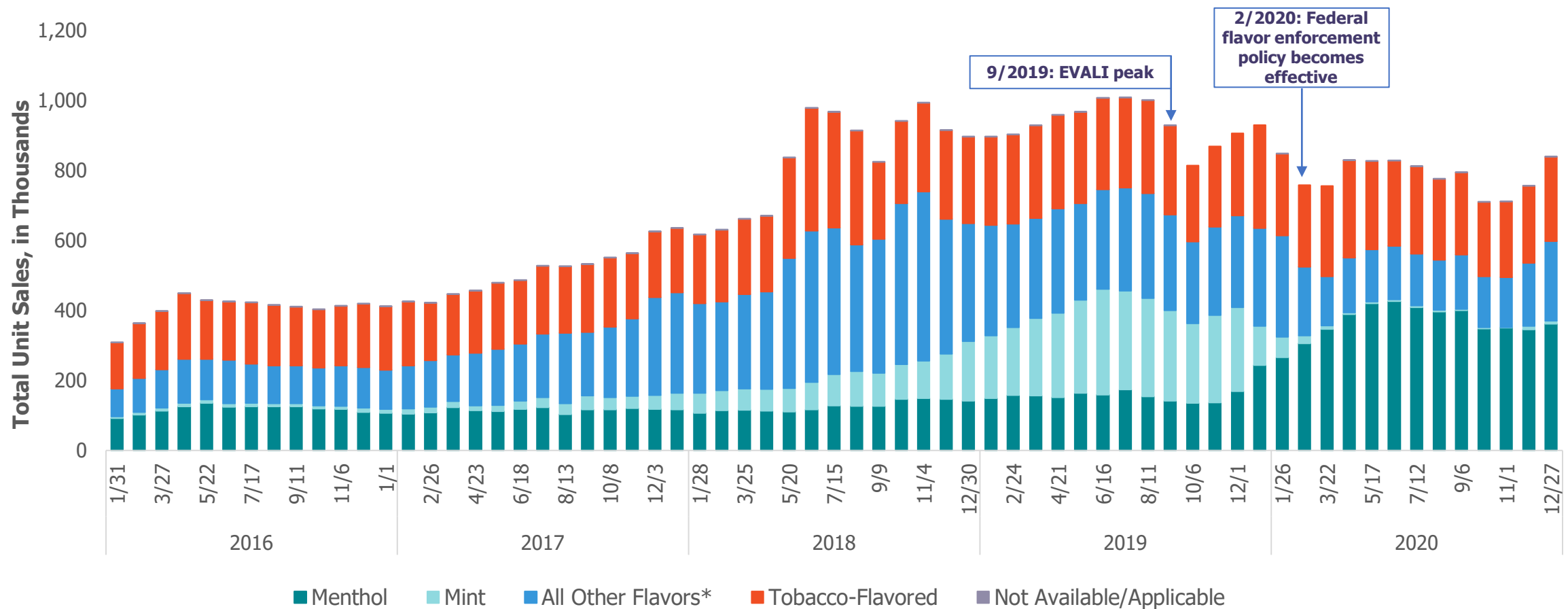
### Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 69.2% of total sales to 73.3% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 30.7% of total sales to 26.7% of total sales between February 23, 2020 to December 27, 2020.

**Figure 9. Connecticut E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020**



**Figure 10. Illinois E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\***

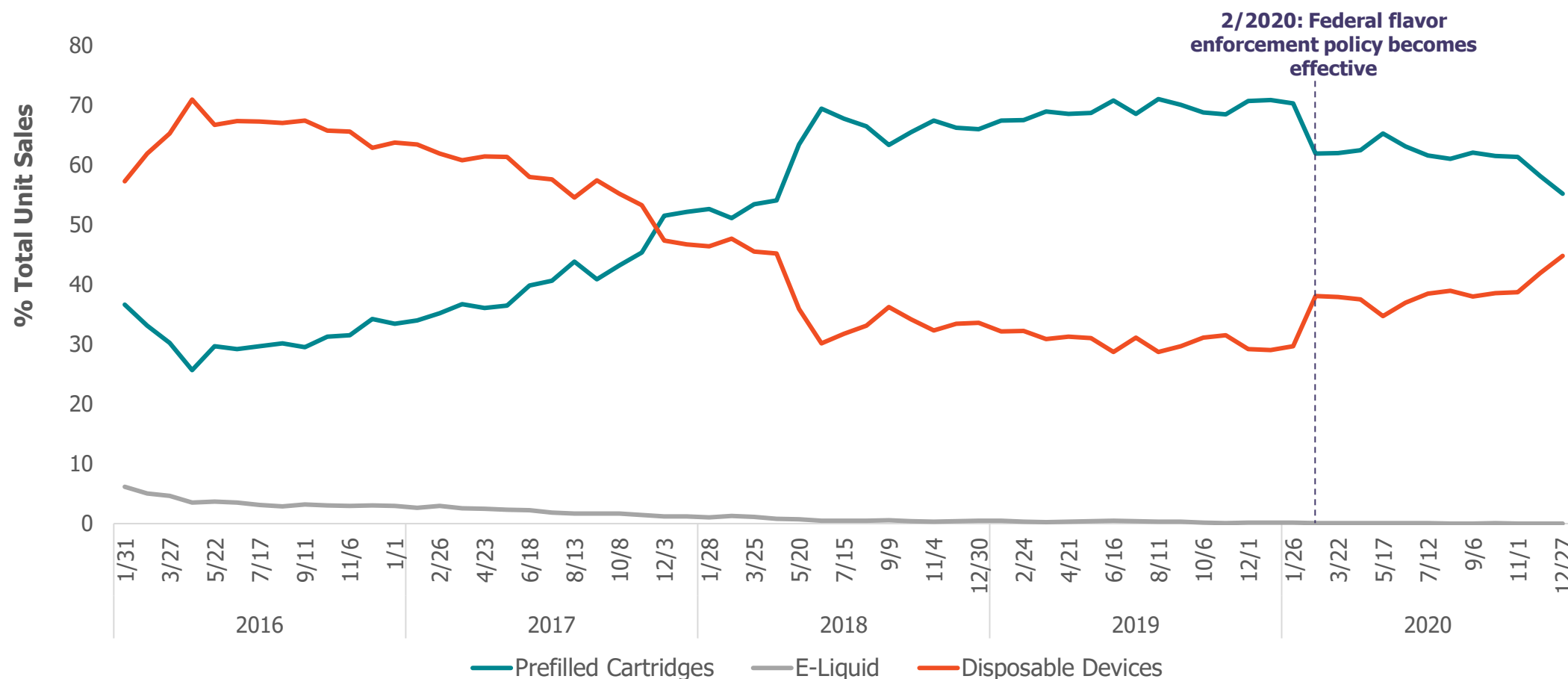


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories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

### Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales decreased by 1.0% to 839.6 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 43.1% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 28.7% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020:
  - Menthol-flavored e-cigarette sales increased by 35.9% (from 266.3 thousand to 361.8 thousand);
  - Tobacco-flavored e-cigarette sales increased by 3.4% (from 233.3 thousand to 241.2 thousand);
  - Mint-flavored e-cigarette sales decreased by 86.0% (from 58.7 thousand to 8.2 thousand); and
  - All other-flavored e-cigarette sales decreased by 21.4% (from 289.4 thousand to 227.5 thousand).

**Figure 11. Illinois E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***

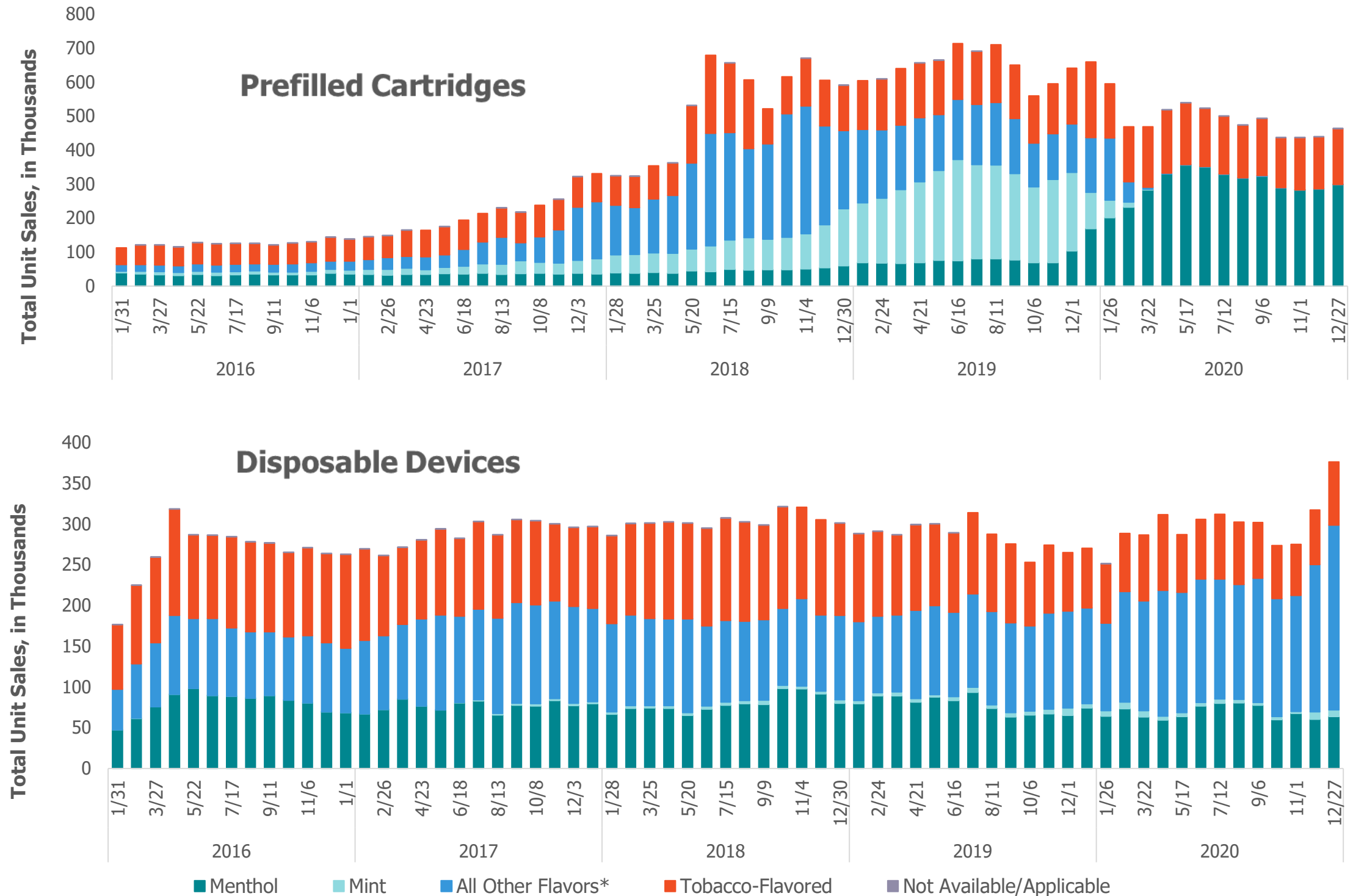


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices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

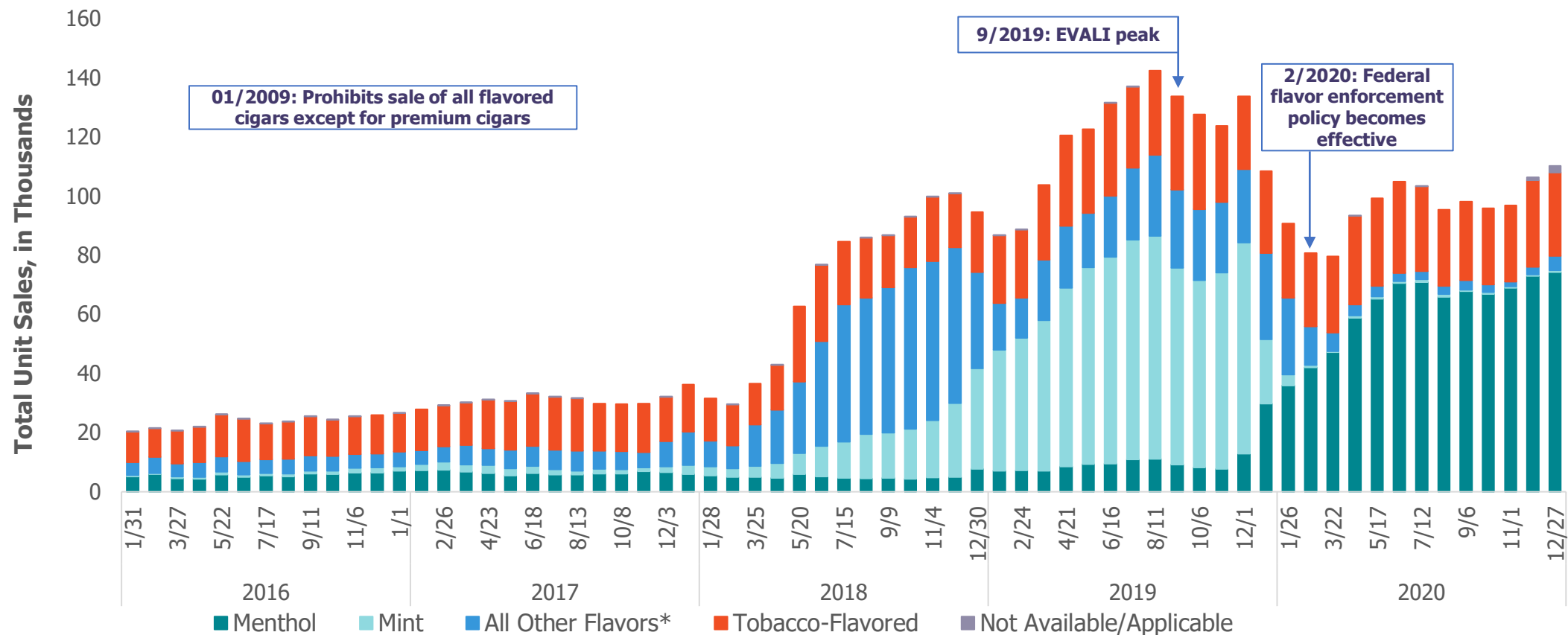
### Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges decreased from 61.9% of total sales to 55.2% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices increased from 38.0% of total sales to 44.8% of total sales between February 23, 2020 to December 27, 2020.

**Figure 12. Illinois E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020**



**Figure 13. Maine E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\***

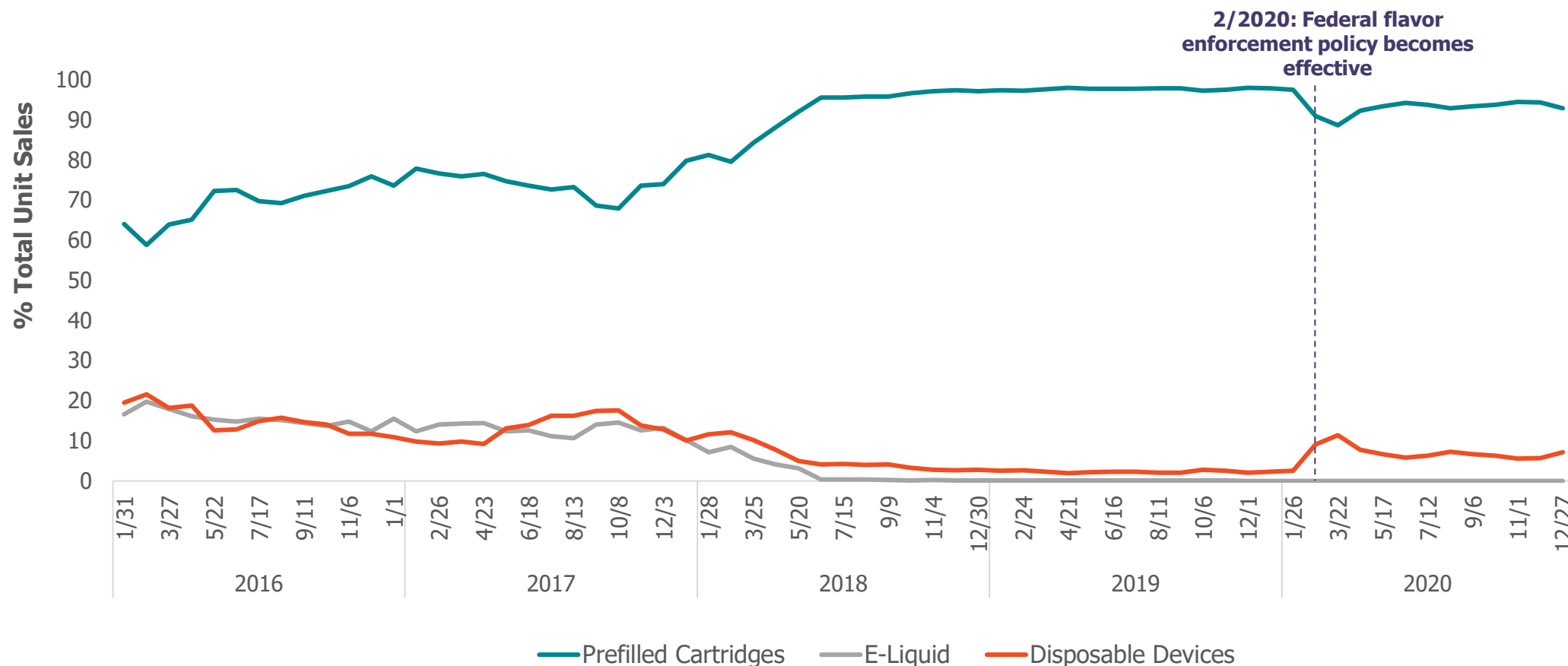


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories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

### Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 21.4% to 110.2 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 67.4% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 25.6% of the entire e-cigarette market
- From January 26, 2020 to December 27, 2020 :
  - Menthol-flavored e-cigarette sales increased by 106.9% (from 35.9 thousand to 74.3 thousand);
  - Tobacco-flavored e-cigarette sales increased by 11.5% (from 25.2 thousand to 28.2 thousand);
  - Mint-flavored e-cigarette sales decreased by 81.5% (from 3.7 thousand to 0.7 thousand); and
  - All other-flavored e-cigarette sales decreased by 81.8% (from 25.9 thousand to 4.7 thousand).

**Figure 14. Maine E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***



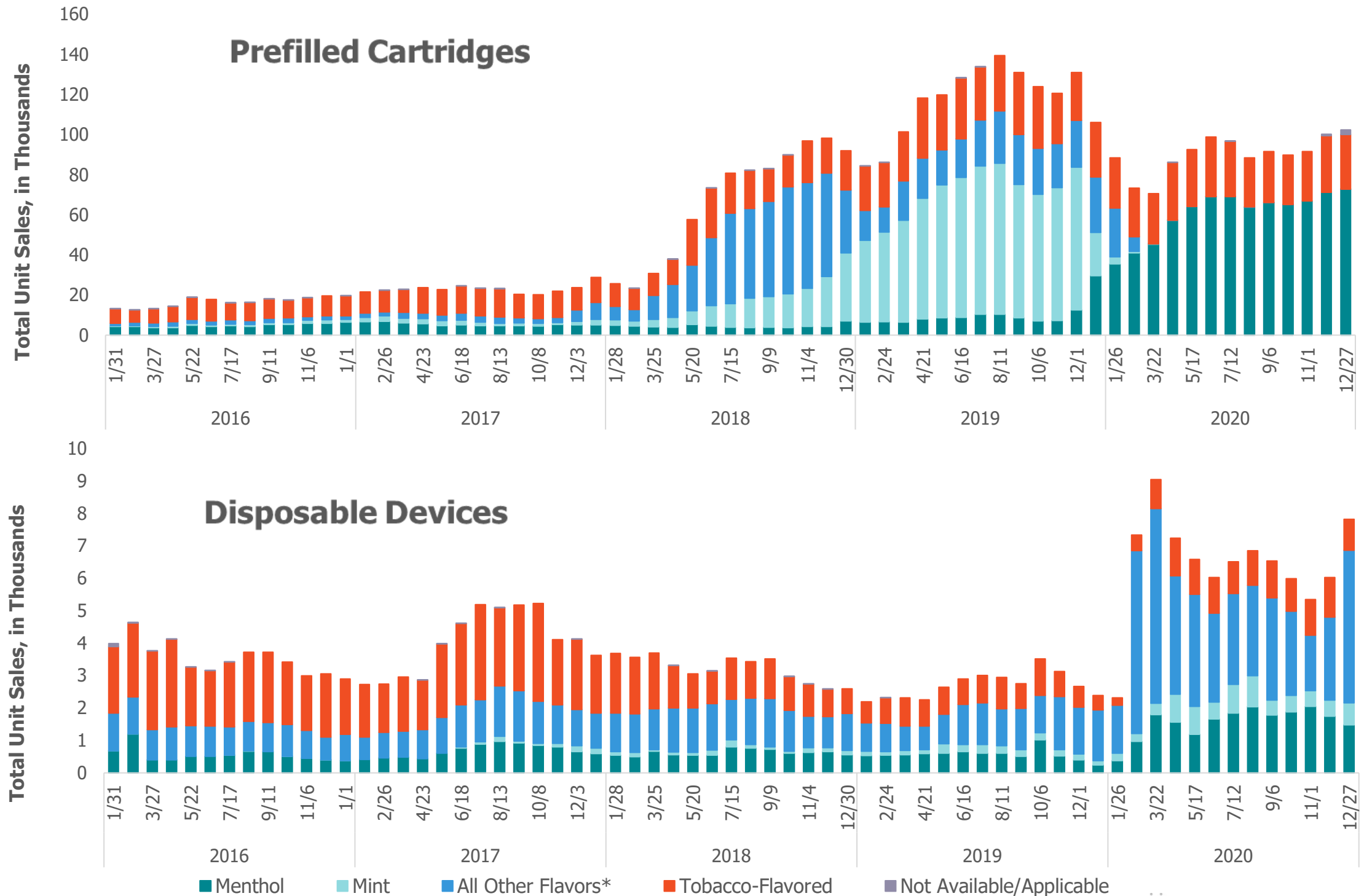
\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices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

### Trends of Unit Sales by Product Type

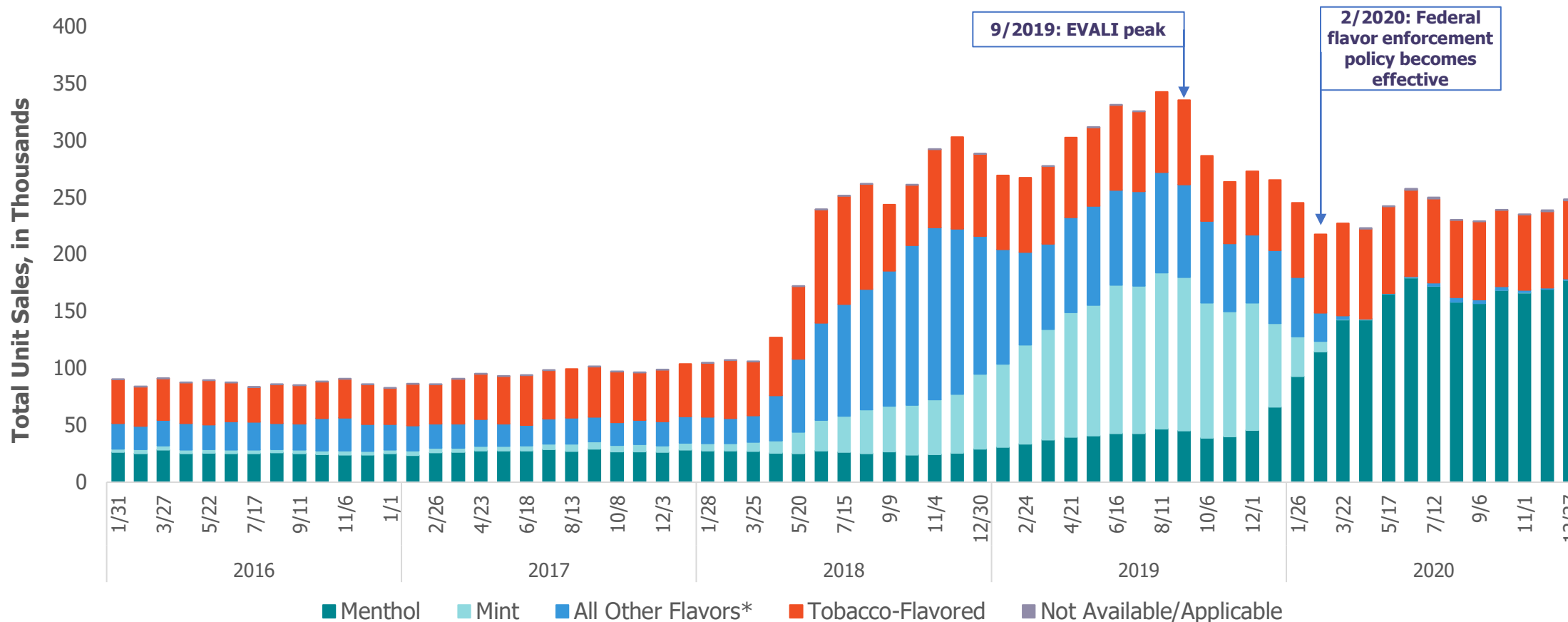
- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 90.9% of total sales to 92.9% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 9.1% of total sales to 7.1% of total sales between February 23, 2020 to December 27, 2020.



**Figure 15. Maine E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020**



**Figure 16. Maryland E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\***

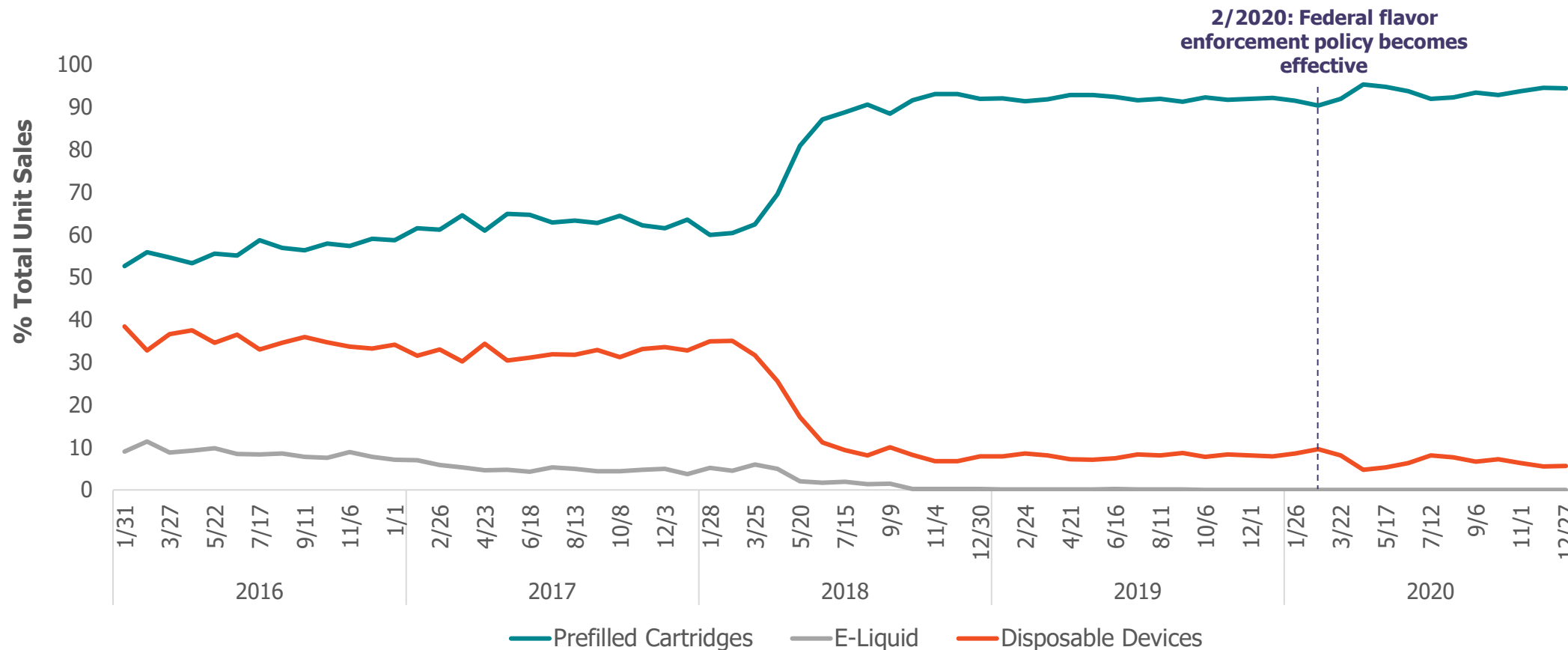


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories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

### Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 1.3% to 248.0 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 71.5% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 27.6% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020:
  - Menthol-flavored e-cigarette sales increased by 91.3% (from 92.7 thousand to 177.4 thousand);
  - Tobacco-flavored e-cigarette sales increased by 5.1% (from 65.1 thousand to 68.4 thousand);
  - Mint-flavored e-cigarette sales decreased by 100.0% (from 35.0 thousand to 0.0 thousand); and
  - All other-flavored e-cigarette sales decreased by 98.2% (from 52.1 thousand to 1.0 thousand).

**Figure 17. Maryland E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***

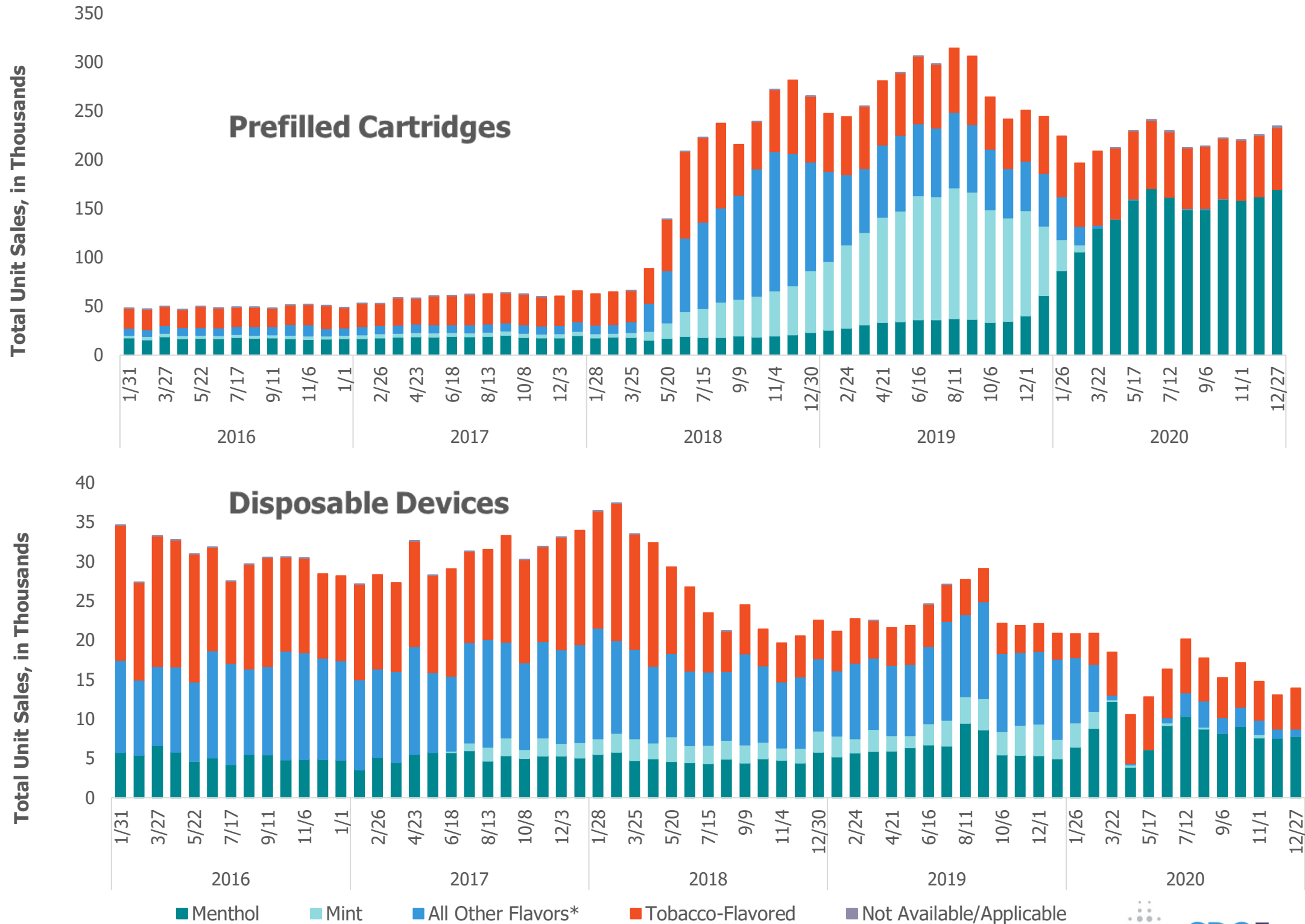


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices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

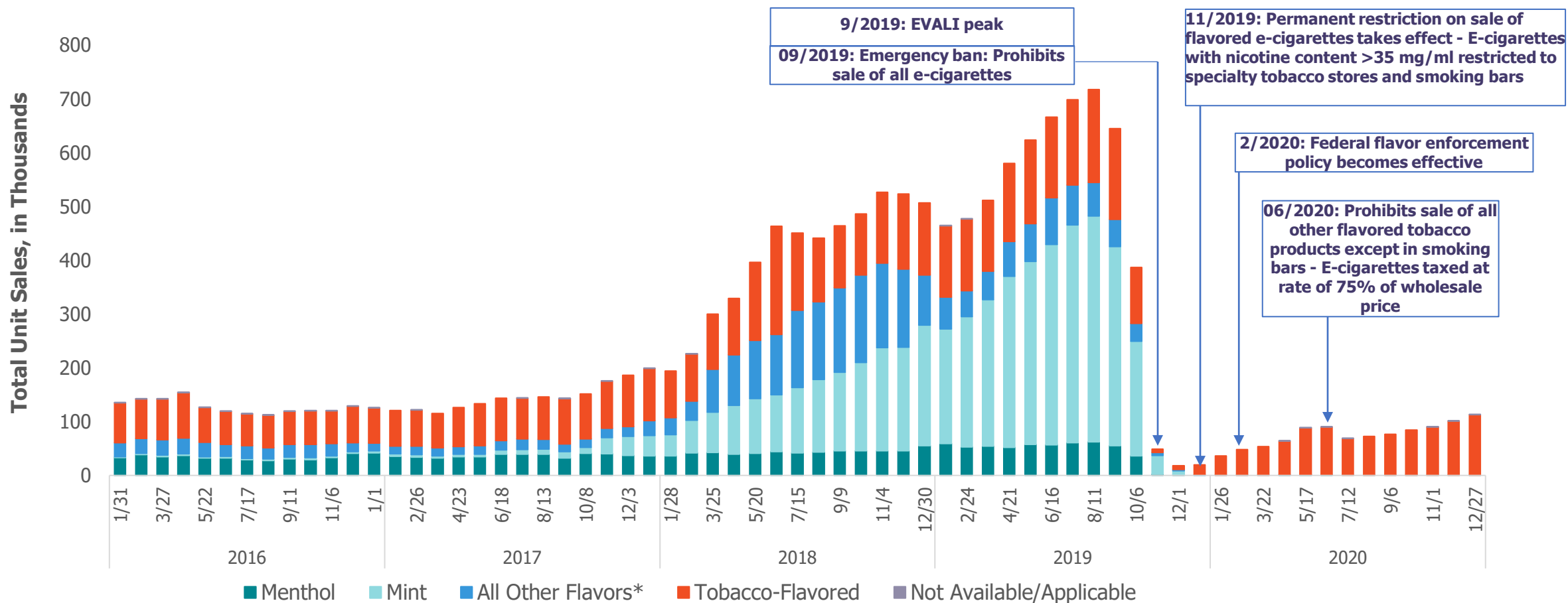
### Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 90.4% of total sales to 94.4% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 9.6% of total sales to 5.6% of total sales between February 23, 2020 to December 27, 2020.

**Figure 18. Maryland E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020**



**Figure 19. Massachusetts E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\***

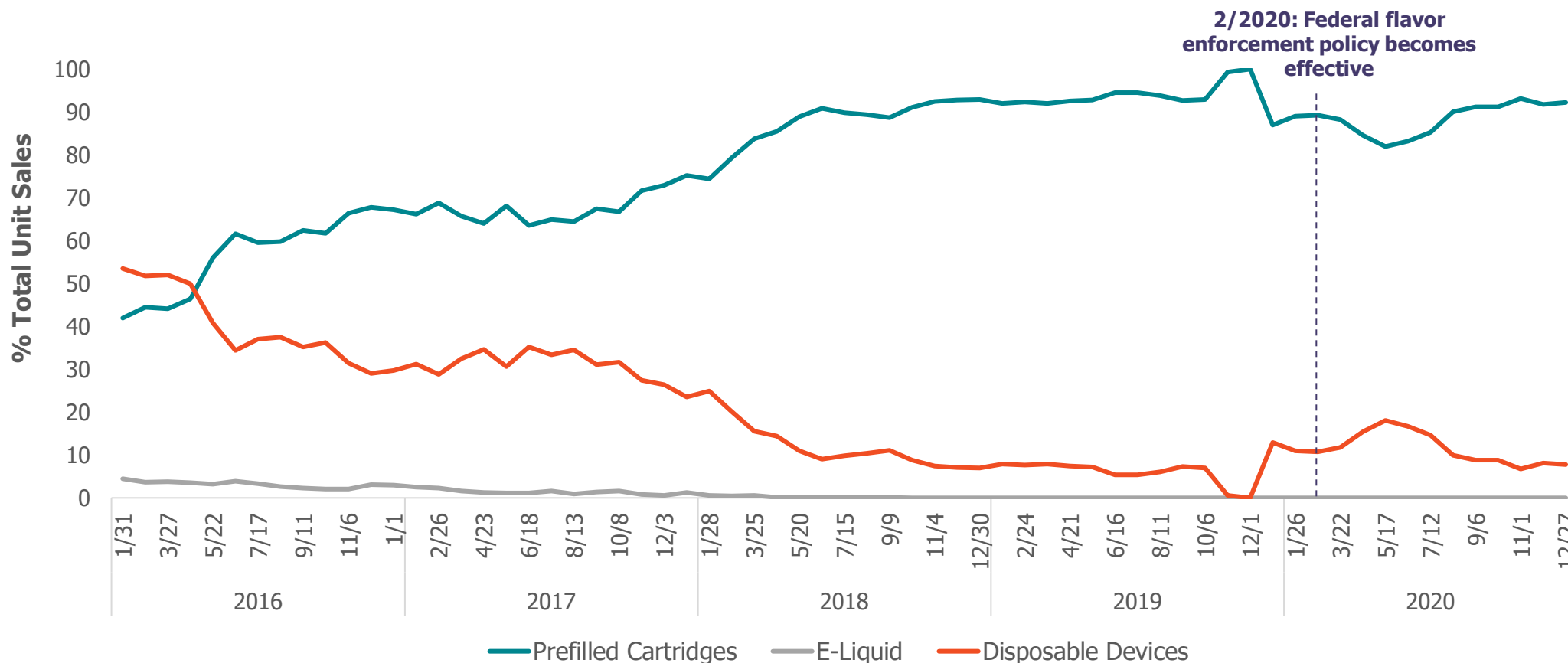


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories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

### Unit Sales Data Trends (9/8/19-12/27/20)

- Following Massachusetts's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased by 82.4% from September 8, 2019 and December 27, 2020 (from 645.2 thousand to 113.5 thousand).
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 0.0% of the e-cigarette market. The proportion of tobacco e-cigarette sales is 99.7% of the e-cigarette market.
- From September 8, 2019 to December 27, 2020 :
  - Menthol-flavored e-cigarette sales decreased by 99.9% (from 55.3 thousand to 0.0 thousand);
  - Tobacco-flavored e-cigarette sales decreased by 33.1% (from 169.0 thousand to 113.1 thousand);
  - Mint-flavored e-cigarette sales decreased by 100.0% (from 370.4 thousand to 0.0 thousand); and
  - All other-flavored e-cigarette sales decreased by 100.0% (from 50.6 thousand to 0.0 thousand).

**Figure 20. Massachusetts E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***

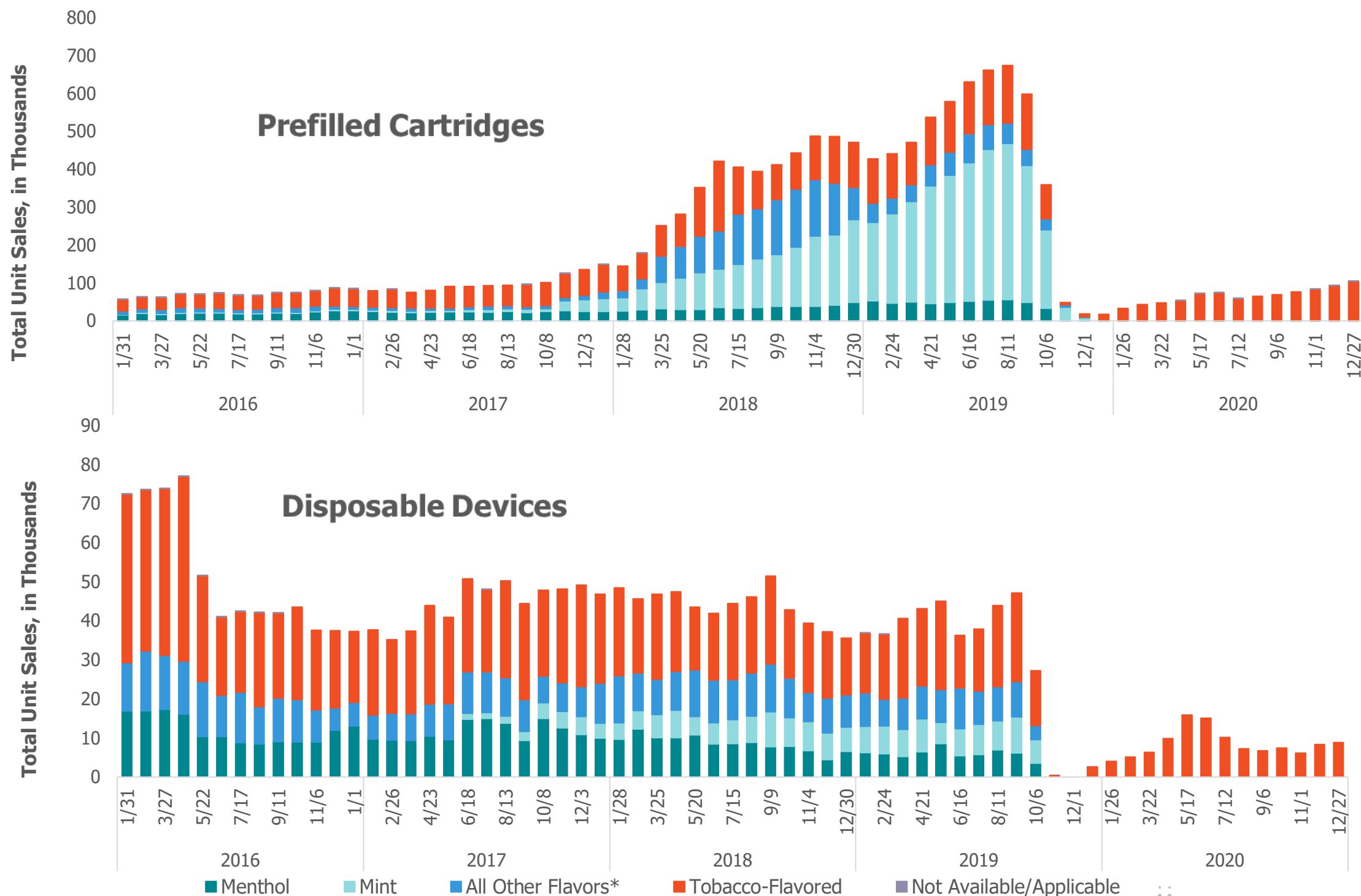


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices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

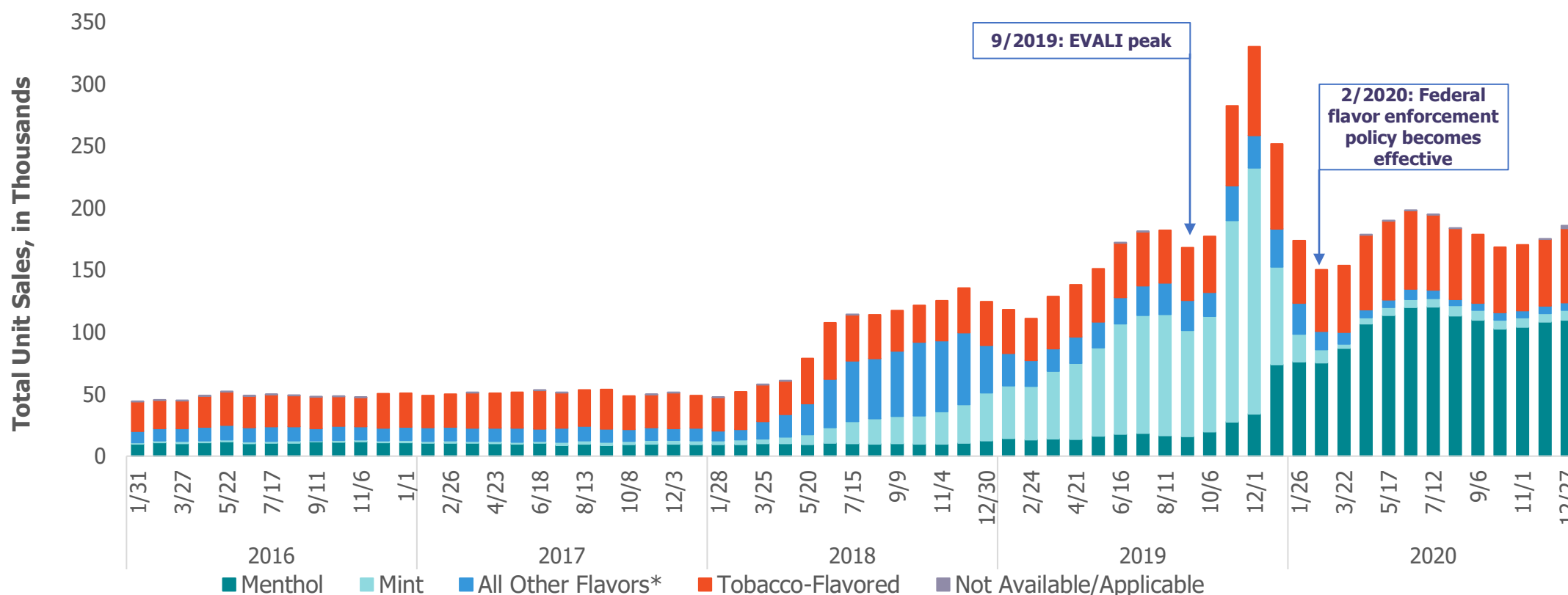
### Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 89.3% of total sales to 92.2% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 10.7% of total sales to 7.8% of total sales between February 23, 2020 to December 27, 2020.

### Figure 21. Massachusetts E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020



**Figure 22. New Hampshire E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\***



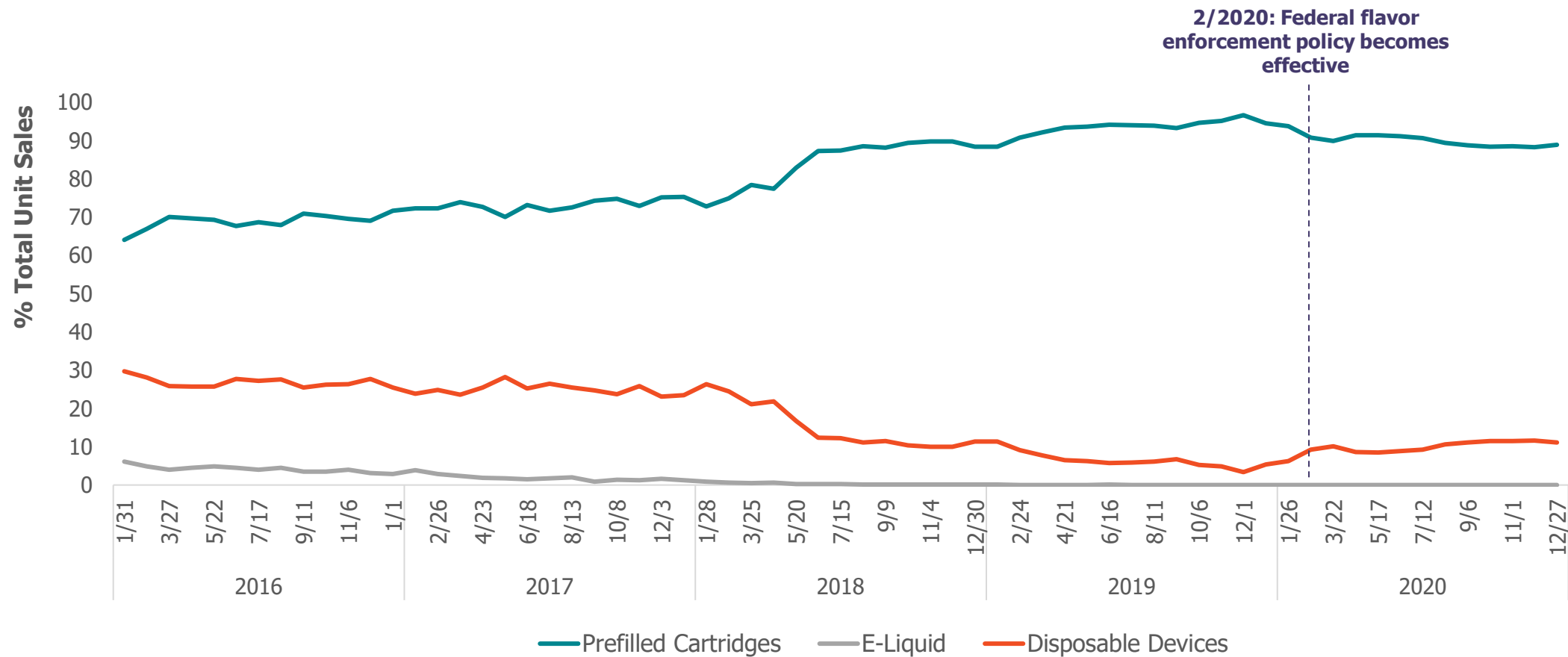
\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories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

### Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 7.1% to 185.9 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 59.2% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 32.3% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020 :
  - Menthol-flavored e-cigarette sales increased by 44.5% (from 76.1 thousand to 110.0 thousand);
  - Tobacco-flavored e-cigarette sales increased by 19.8% (from 50.1 thousand to 60.0 thousand);
  - Mint-flavored e-cigarette sales decreased by 65.9% (from 22.5 thousand to 7.7 thousand); and
  - All other-flavored e-cigarette sales decreased by 75.5% (from 24.8 thousand to 6.1 thousand).



**Figure 23. New Hampshire E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***

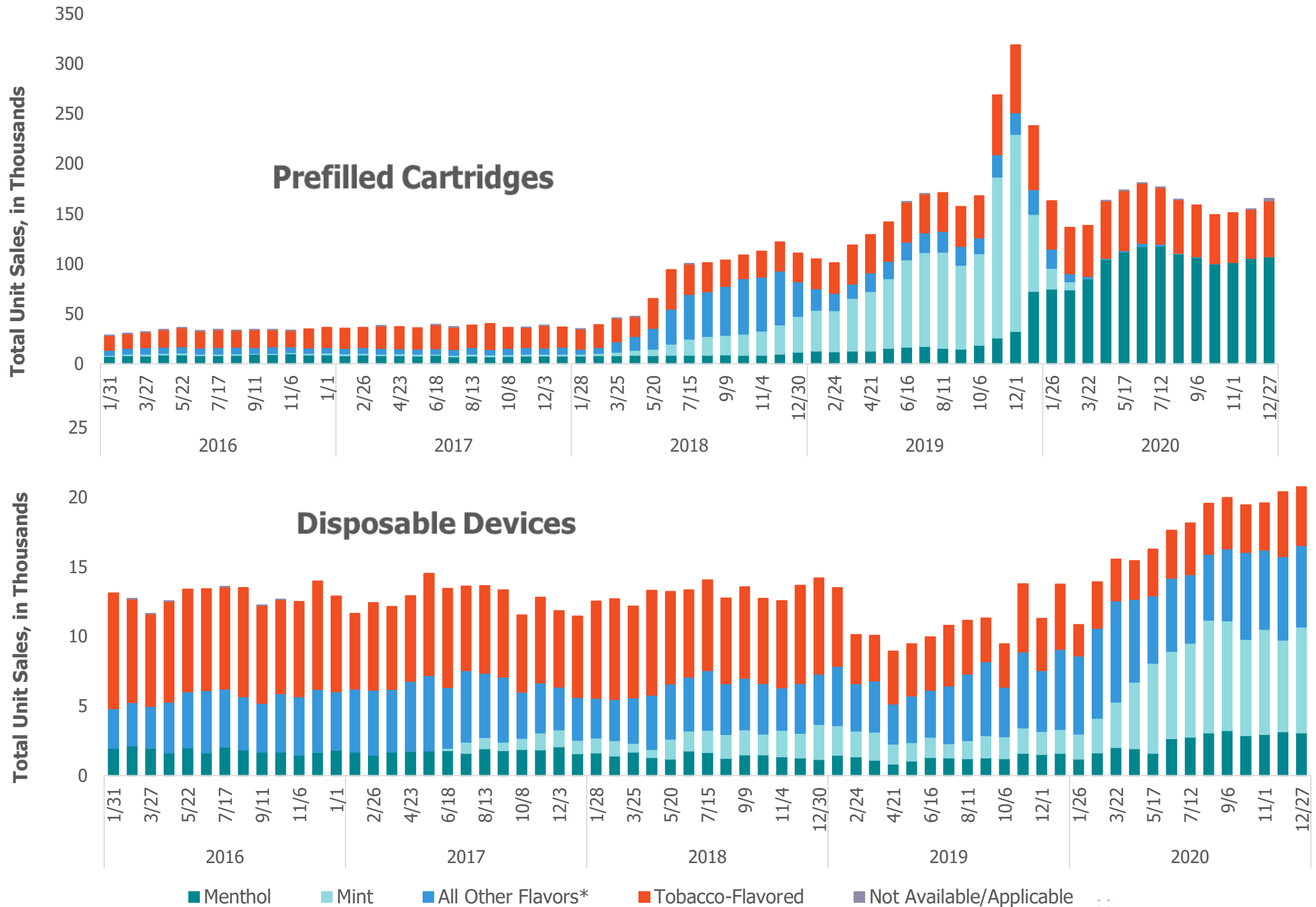


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices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

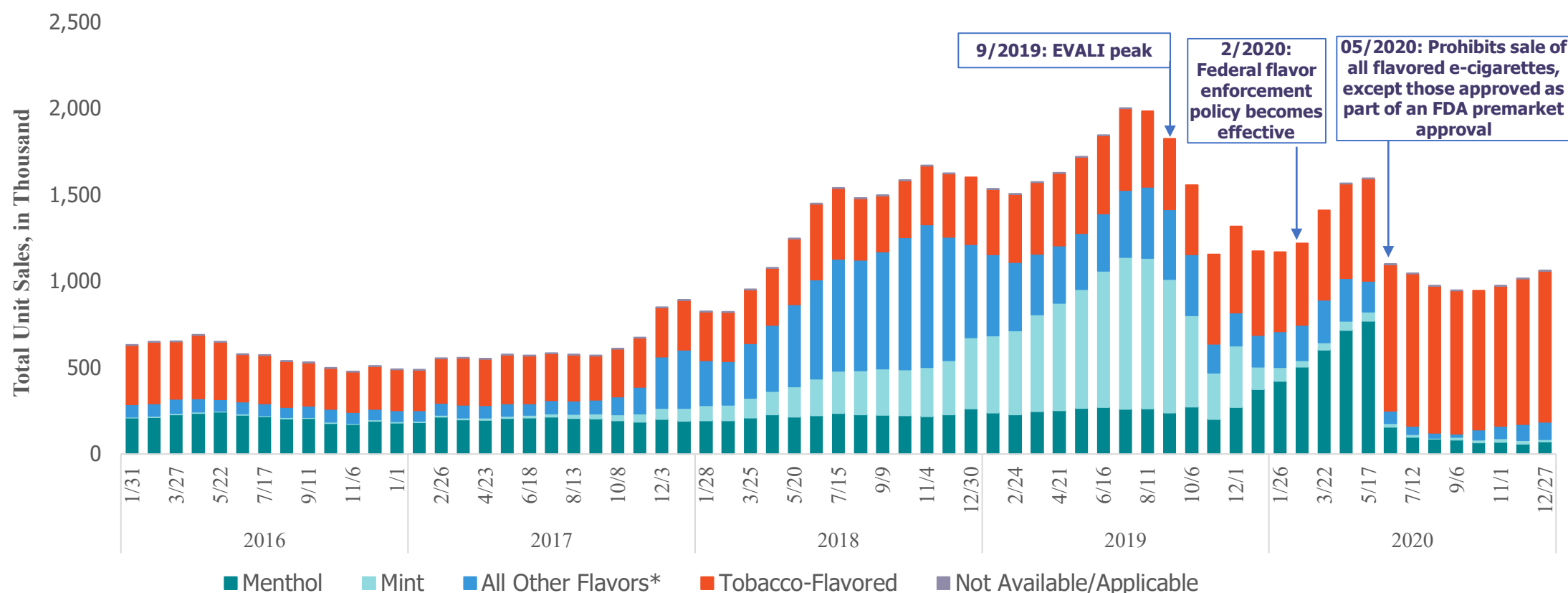
### Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges decreased from 90.7% of total sales to 88.8% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices increased from 9.3% of total sales to 11.2% of total sales between February 23, 2020 to December 27, 2020.

**Figure 24. New Hampshire E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates  
1/2016 – 12/2020**



**Figure 25. New York E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\***

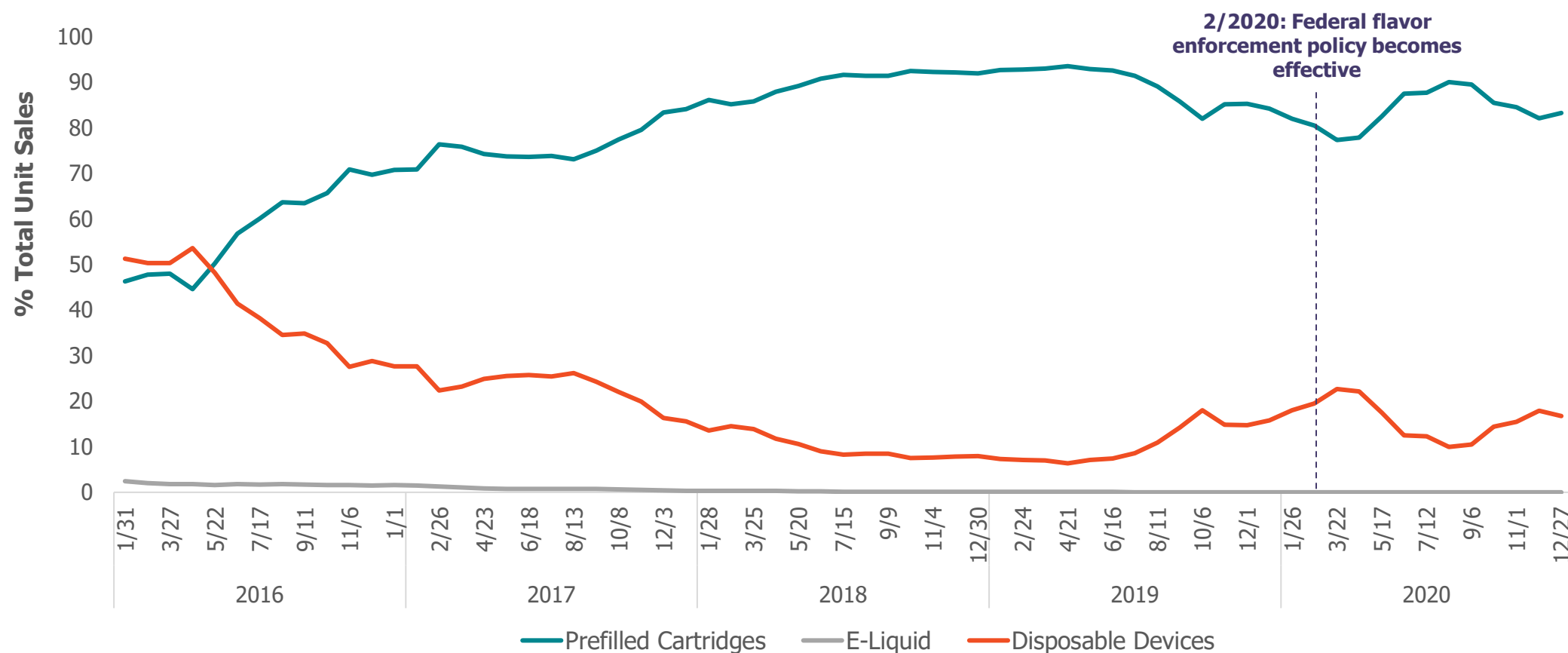


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories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

**Unit Sales Data Trends (5/17/20-12/27/20)**

- Following New York's flavored e-cigarette restriction, monthly e-cigarette total unit sales decreased by 33.5% between May 17, 2019 and December 27, 2020 (from 1594.0 thousand to 1060.2 thousand).
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 6.7% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 82.3% of the entire e-cigarette market.
- From May 17, 2020 to December 27, 2020 :
  - Menthol-flavored e-cigarette sales decreased by 90.8% (from 770.3 thousand to 70.9 thousand);
  - Tobacco-flavored e-cigarette sales increased by 47.3% (from 592.1 thousand to 872.1 thousand);
  - Mint-flavored e-cigarette sales decreased by 74.0% (from 52.5 thousand to 13.6 thousand); and
  - All other-flavored e-cigarette sales decreased by 43.2% (from 179.1 thousand to 101.7 thousand).

**Figure 26. New York E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***



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

### Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 80.5% of total sales to 83.2% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 19.5% of total sales to 16.8% of total sales between February 23, 2020 to December 27, 2020.

**Figure 27. New York E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020**

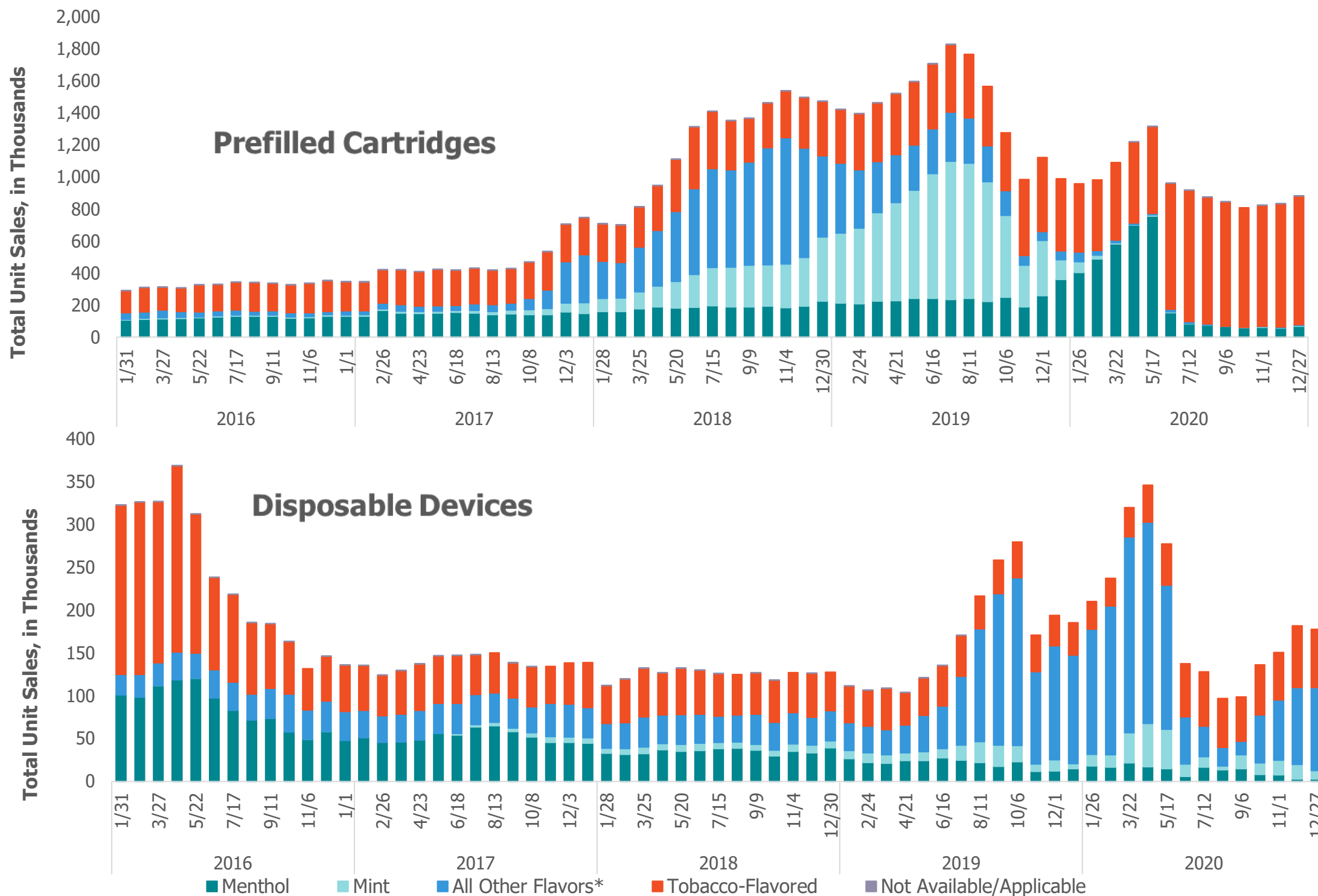
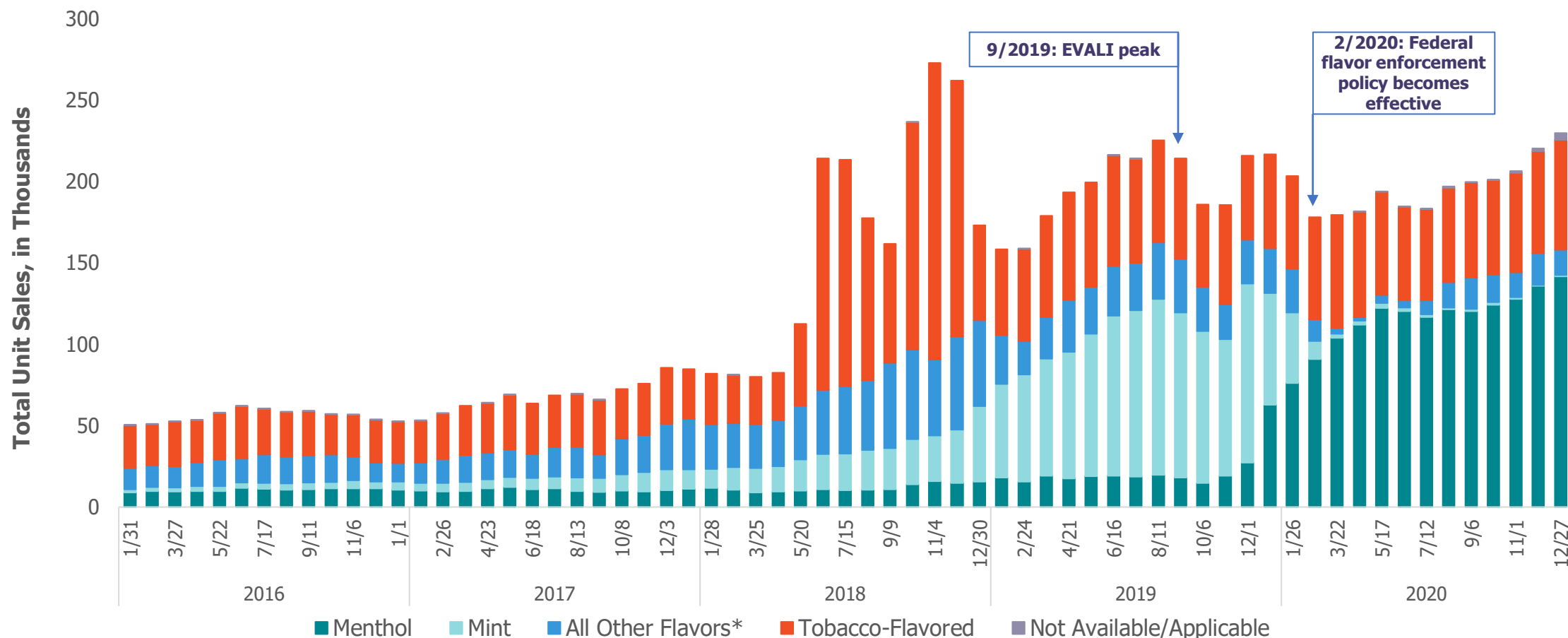


Figure 28. Oregon E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\*

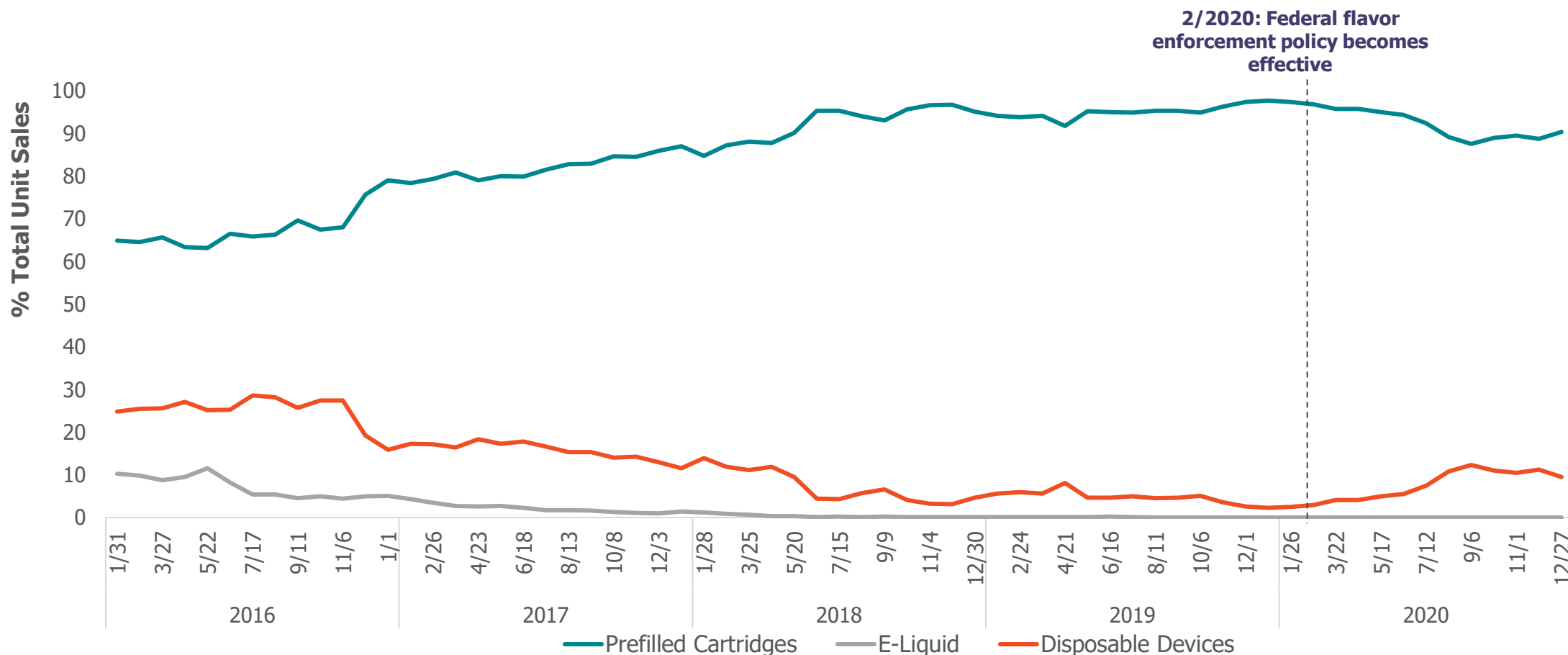


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories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

### Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 12.9% to 229.8 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 61.7% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 29.4% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020 :
  - Menthol-flavored e-cigarette sales increased by 86.4% (from 76.1 thousand to 141.8 thousand);
  - Tobacco-flavored e-cigarette sales increased by 18.0% (from 57.2 thousand to 67.5 thousand);
  - Mint-flavored e-cigarette sales decreased by 98.4% (from 43.5 thousand to 0.7 thousand); and
  - All other-flavored e-cigarette sales decreased by 41.6% (from 26.8 thousand to 15.7 thousand).

**Figure 29. Oregon E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***

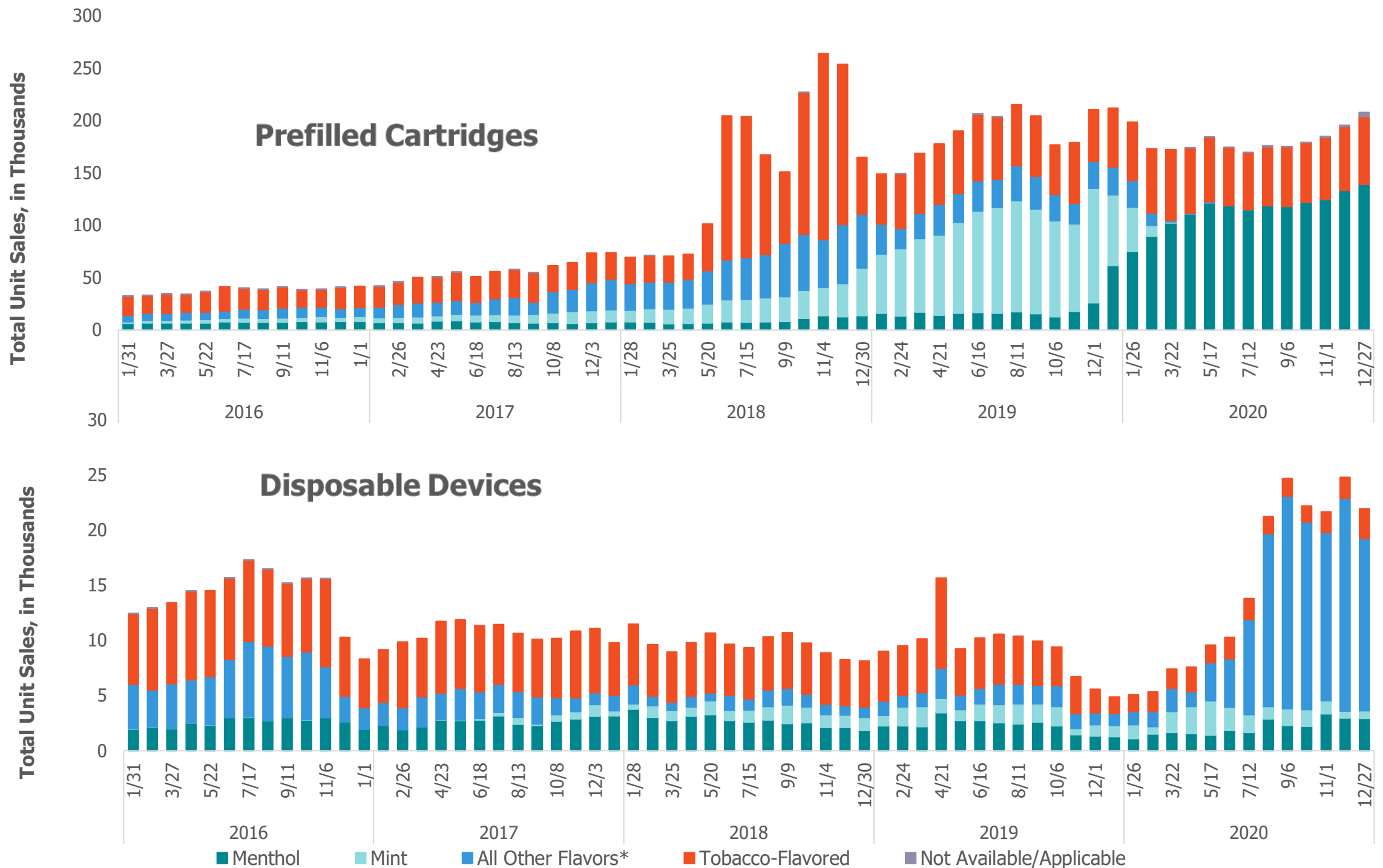


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices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

### Trends of Unit Sales by Product Type

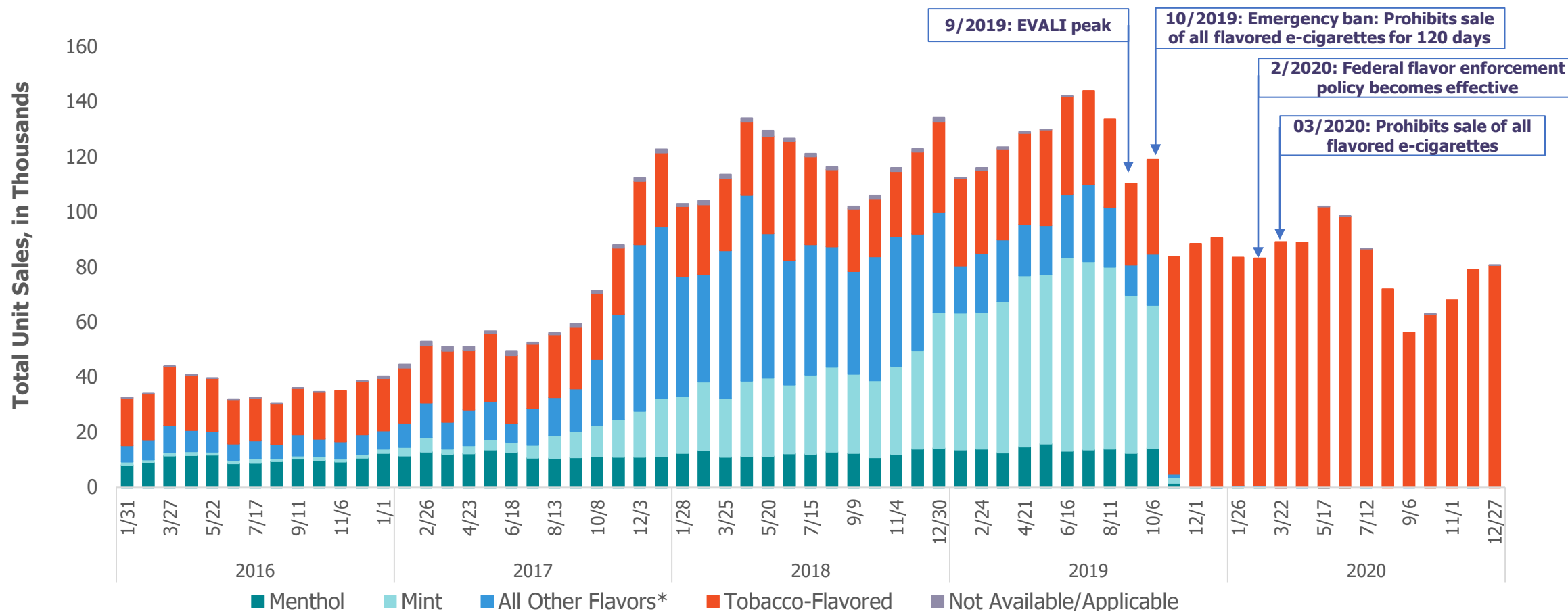
- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges decreased from 96.9% of total sales to 90.4% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices increased from 3.0% of total sales to 9.5% of total sales between February 23, 2020 to December 27, 2020.

**Figure 30. Oregon E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020**





**Figure 31. Rhode Island E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\***

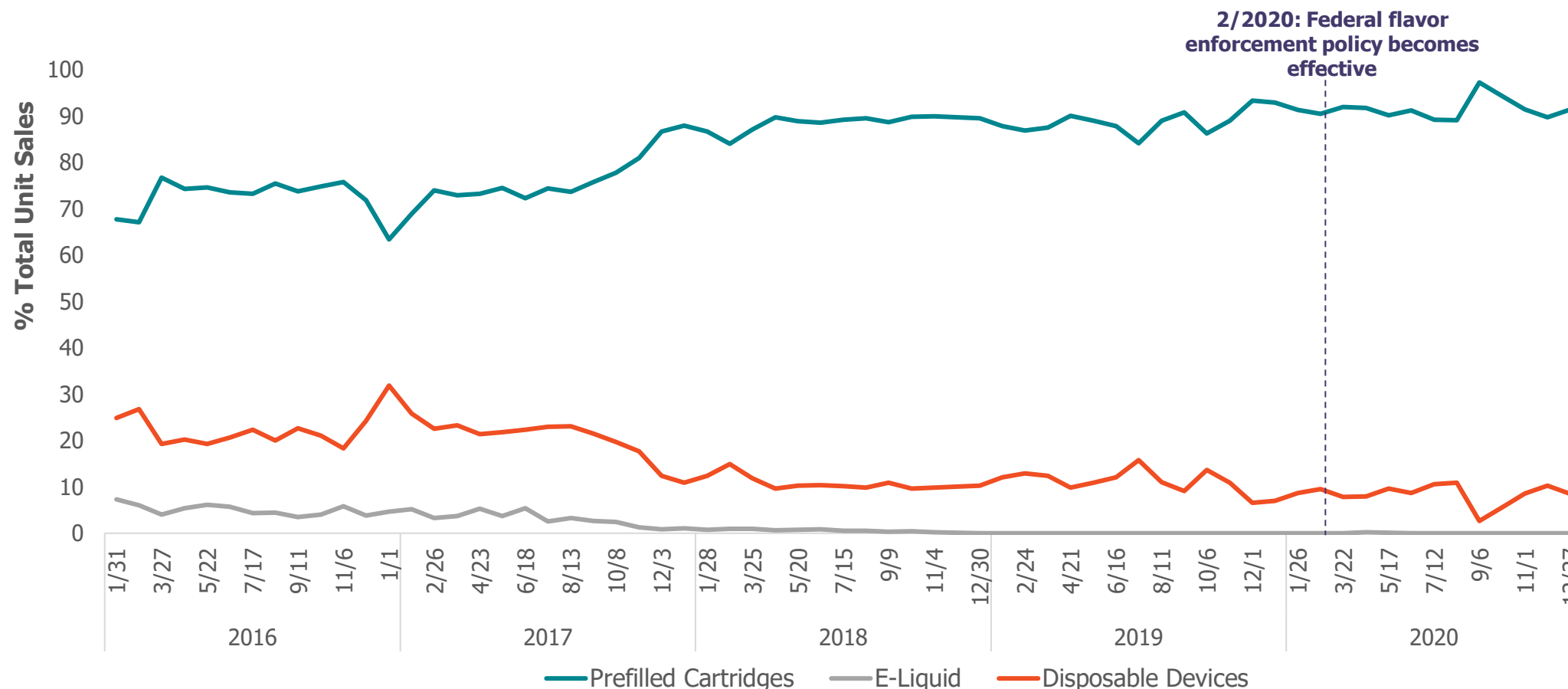


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories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

### Unit Sales Data Trends (10/6/19-12/27/20)

- Following Rhode Island's flavored e-cigarette restriction, monthly e-cigarette total unit sales decreased by 32.2% from October 6, 2019 and December 27, 2020 (from 119.0 thousand to 80.7 thousand).
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 0.0% of the e-cigarette market. The proportion of tobacco e-cigarette sales is 100% of the e-cigarette market.
- From October 06, 2019 to December 27, 2020 :
  - Menthol-flavored e-cigarette sales decreased by 100.0% (from 14.3 thousand to 0.0 thousand);
  - Tobacco-flavored e-cigarette sales increased by 135.0% (from 34.3 thousand to 80.6 thousand);
  - Mint-flavored e-cigarette sales decreased by 100.0% (from 51.8 thousand to 0.0 thousand); and
  - All other-flavored e-cigarette sales decreased by 100.0% (from 18.6 thousand to 0.0 thousand).

**Figure 32. Rhode Island E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***

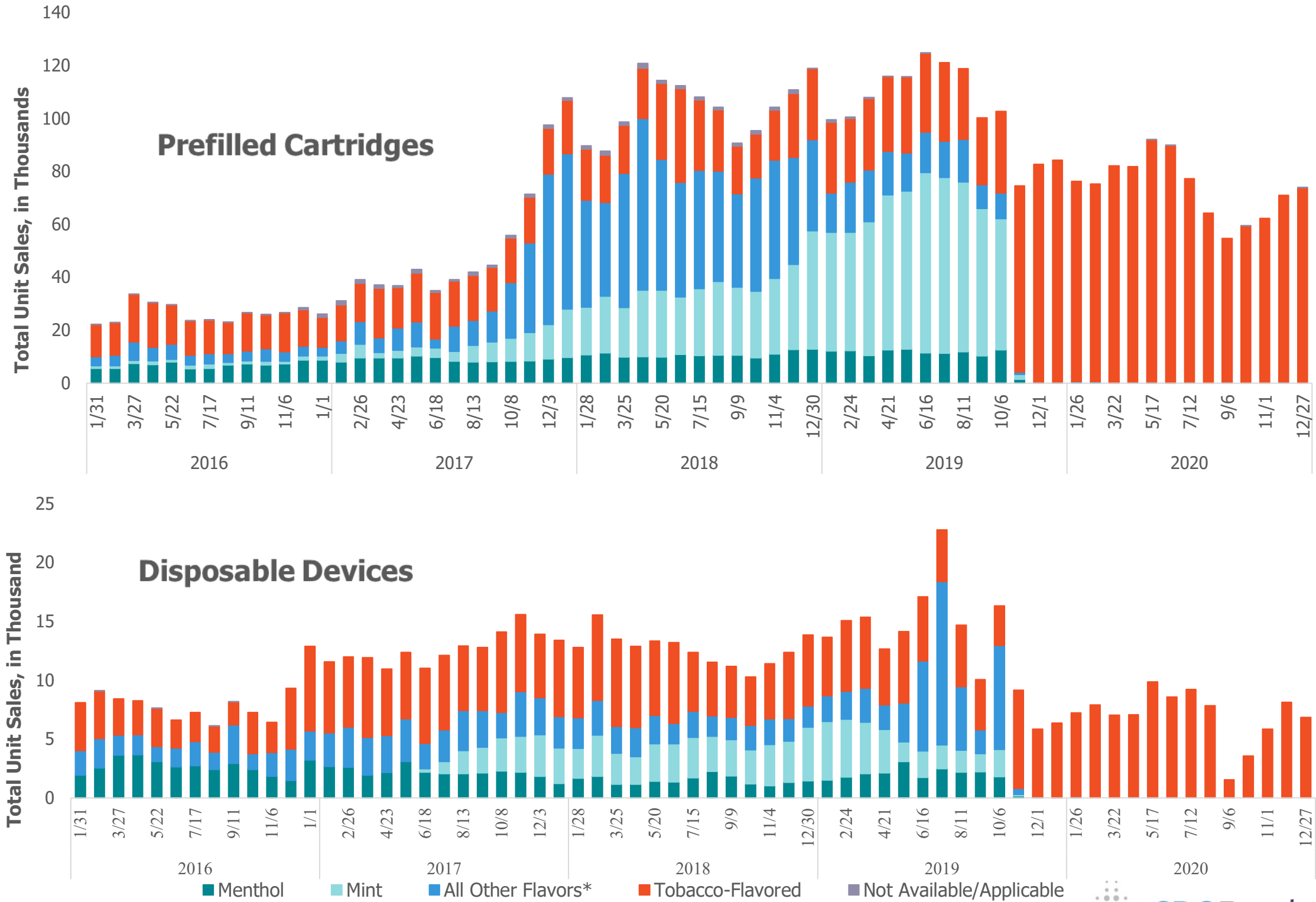


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices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

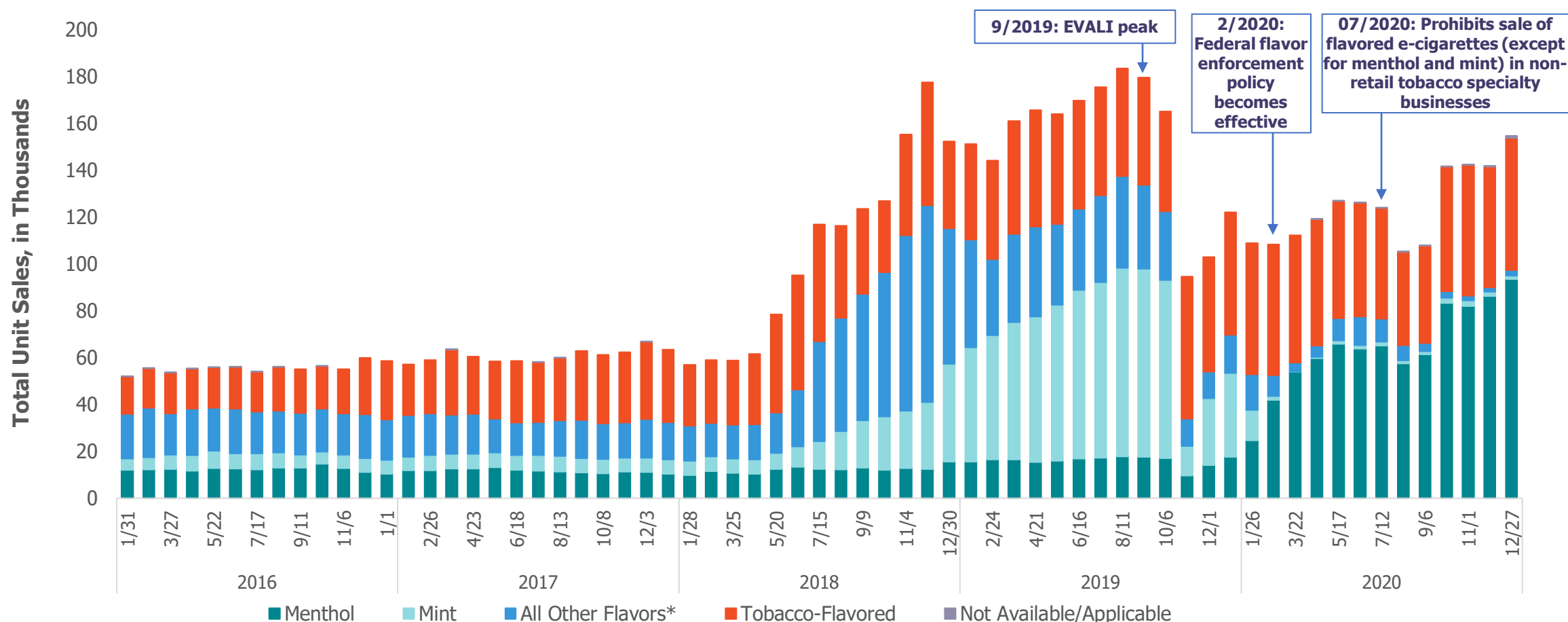
### Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 90.5% of total sales to 91.5% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 9.5% of total sales to 8.5% of total sales between February 23, 2020 to December 27, 2020.

**Figure 33. Rhode Island E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates  
1/2016 – 12/2020**



**Figure 34. Utah E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\***

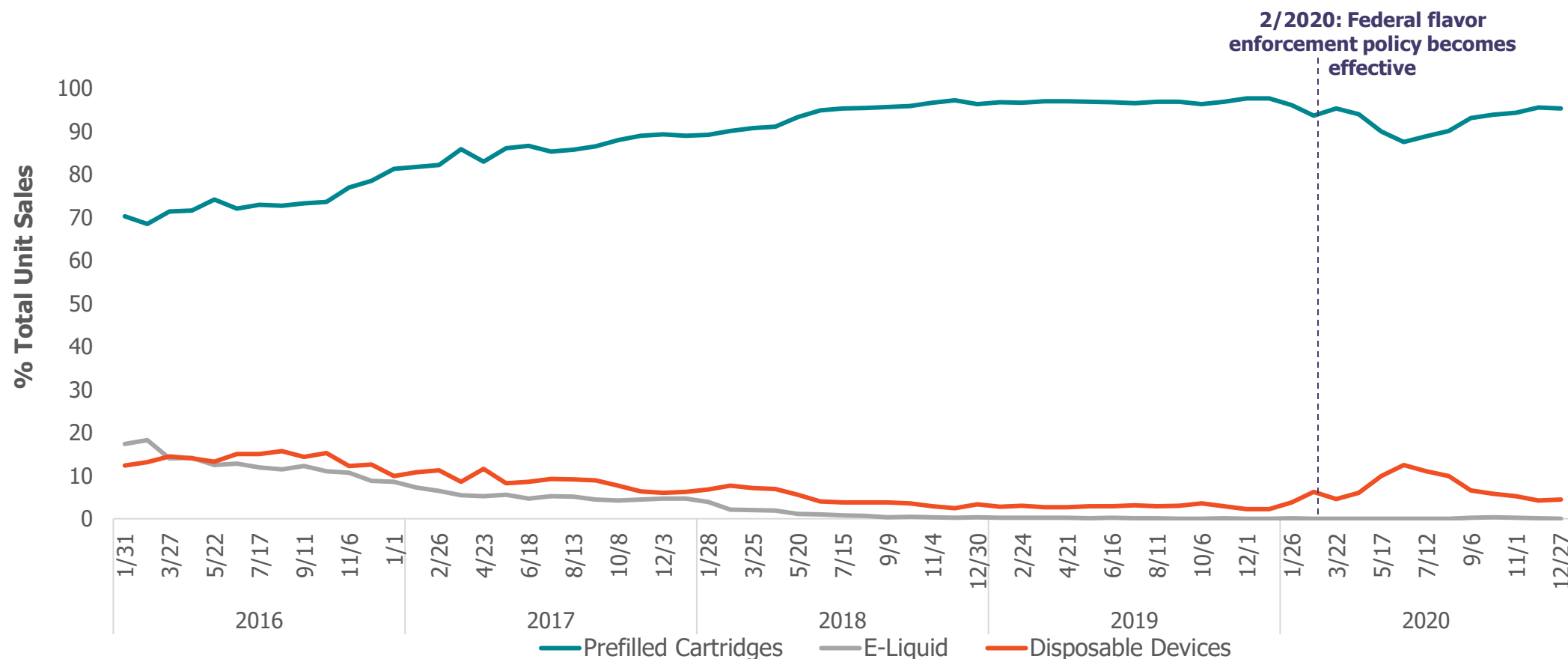


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories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

### Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 42.1% to 154.9 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 60.4% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 36.5% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020 :
  - Menthol-flavored e-cigarette sales increased by 277.8% (from 24.8 thousand to 93.5 thousand);
  - Tobacco-flavored e-cigarette sales increased by 0.7% (from 56.1 thousand to 56.4 thousand);
  - Mint-flavored e-cigarette sales decreased by 88.0% (from 13.0 thousand to 1.6 thousand); and
  - All other-flavored e-cigarette sales decreased by 84.5% (from 15.1 thousand to 2.3 thousand).

**Figure 35. Utah E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***

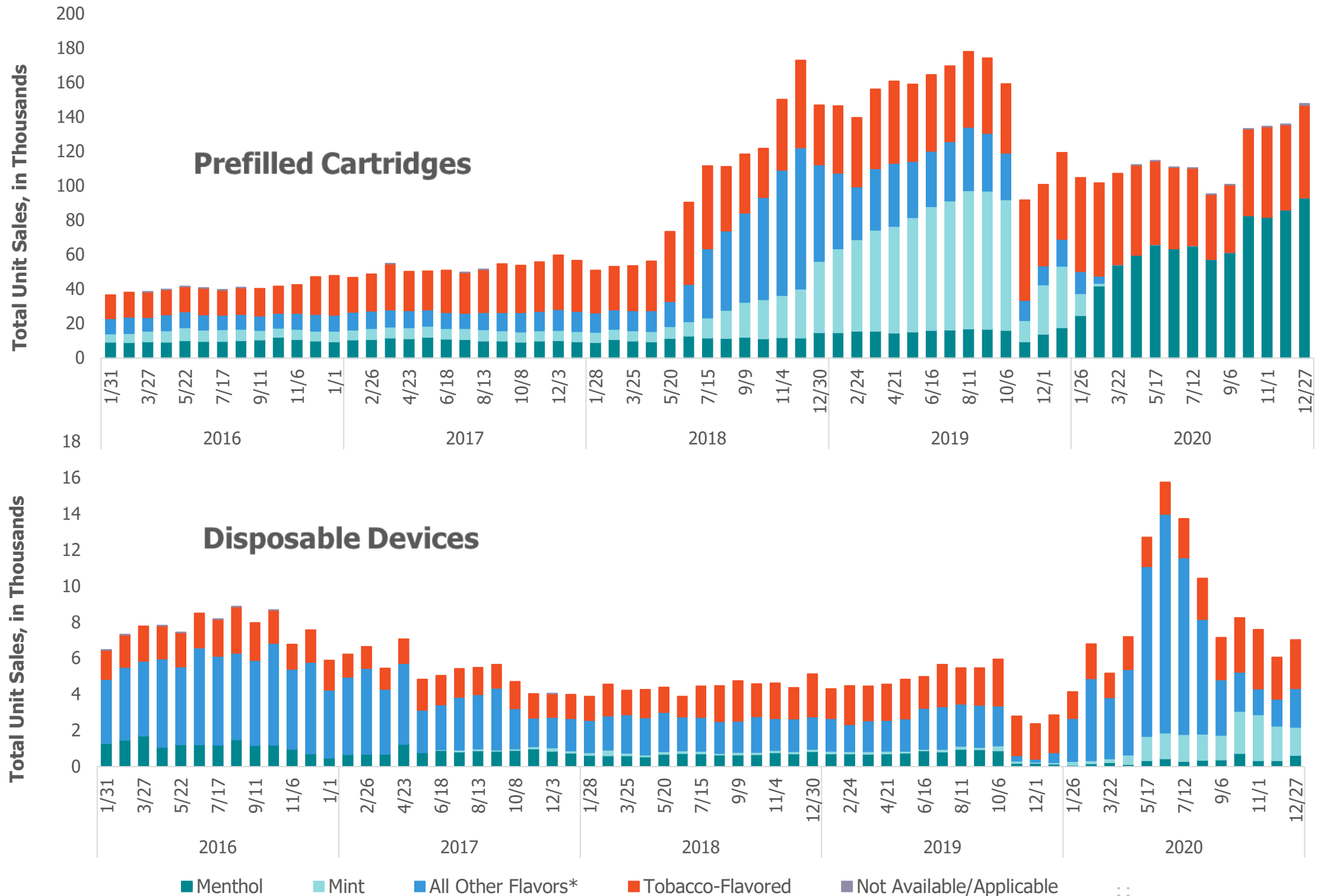


\*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices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

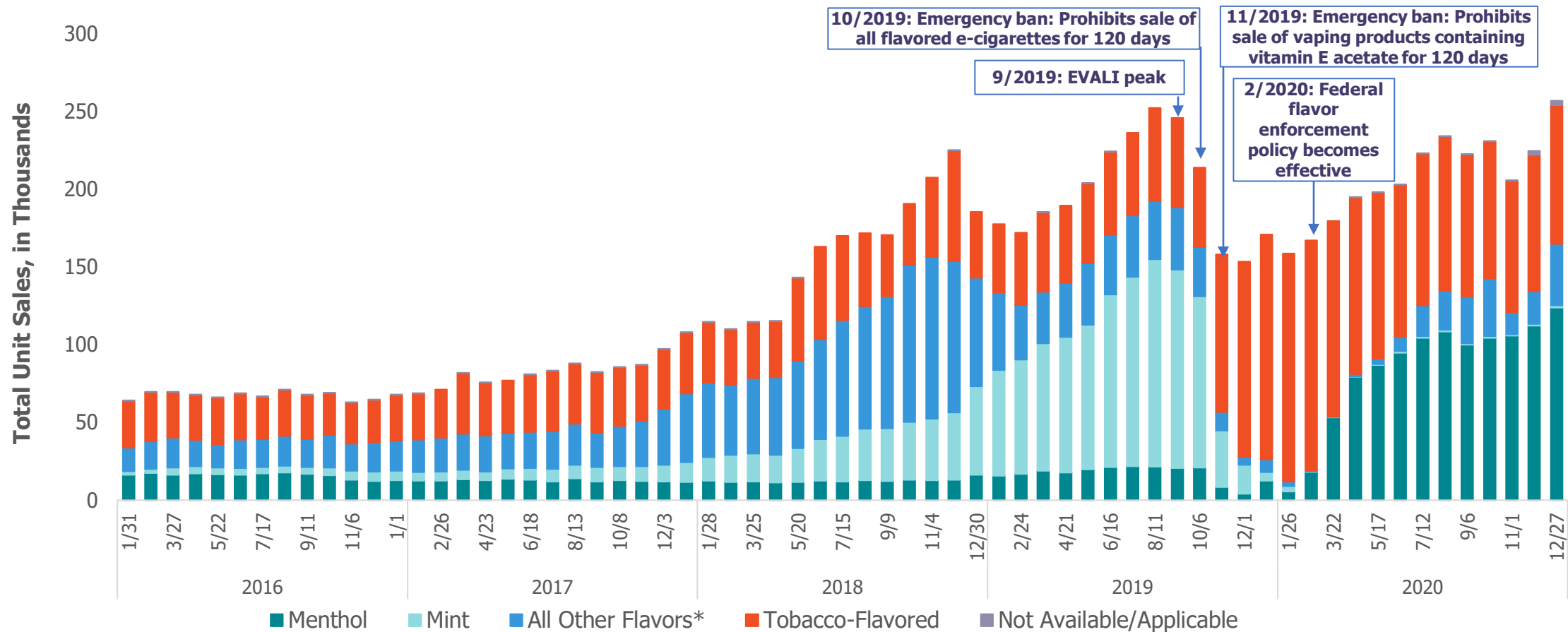
### Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 93.7% of total sales to 95.4% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 6.3% of total sales to 4.5% of total sales between February 23, 2020 to December 27, 2020.

**Figure 36. Utah E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020**



**Figure 37. Washington E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020\***



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

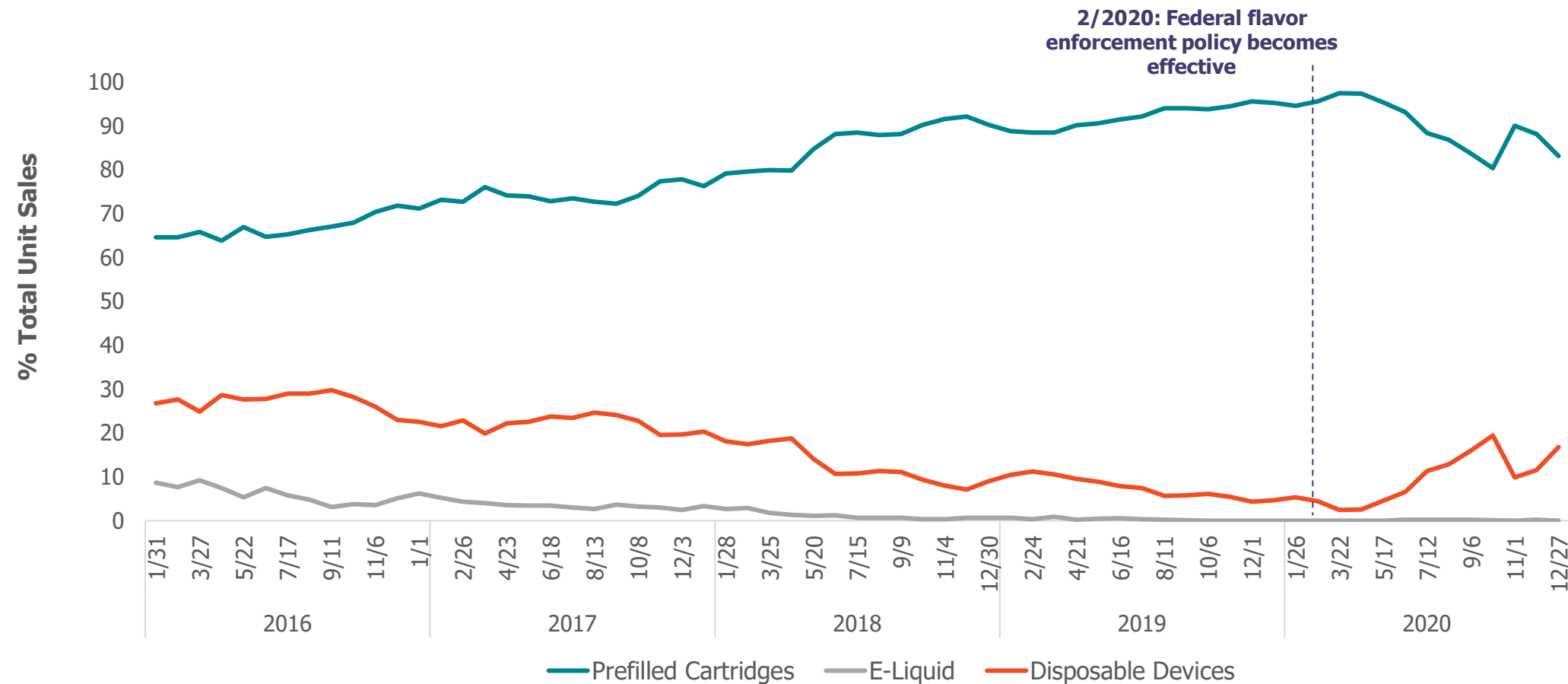
**Unit Sales Data Trends (10/6/19-01/26/20)**

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

**Unit Sales Data Trends (02/23/20-12/27/20)**

- Monthly e-cigarette total unit sales increased by 53.6% from February 23, 2020 to December 27, 2020 (from 167.2 thousand to 256.8 thousand).
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 48.2% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 34.8% of the entire e-cigarette market.
- From February 23, 2020 to December 27, 2020:
  - Menthol-flavored e-cigarette sales increased by 589.8% (from 18.0 thousand to 123.8 thousand);
  - Tobacco-flavored e-cigarette sales decreased by 39.6% (from 148.0 thousand to 89.4 thousand);
  - Mint-flavored e-cigarette sales increased by 209.7% (from 0.5 thousand to 1.5 thousand); and
  - All other-flavored e-cigarette sales increased by 5490.0% (from 0.7 thousand to 39.3 thousand).

**Figure 38. Washington E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020\***



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

### Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges decreased from 95.6% of total sales to 83.2% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices increased from 4.4% of total sales to 16.8% of total sales between February 23, 2020 to December 27, 2020.



**Figure 39. Washington E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020**

