

## Data Snapshot | Issue 1

## E-Cigarette Brands

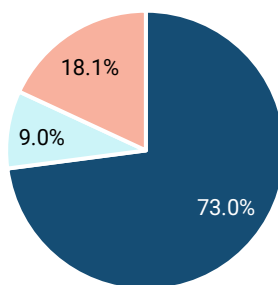
### Top E-Cigarette Brands *Sold* Mirror the Top Brands *Used* by Youth and Young Adults

**Vuse, JUUL, Geek Bar Pulse, Breeze Smoke and Raz are Top Brands Sold,  
Representing 73.0% of Dollar Sales**

**KEY FINDINGS:** The top five brands sold during the period spanning July 14, 2024 through September 8, 2024 were (in descending order of dollar sales): Vuse, JUUL, Geek Bar Pulse, Breeze Smoke and Raz. The top five brands accounted for 73.0% of dollar sales.

Geek Bar and Raz are vapes with digital screens, sometimes referred to as "smart vapes." Smart vapes<sup>1</sup> can include tech features like animations that display when you puff on the device, built-in games and apps that connect to your phone.

Dollar Market Share of Top Brands Sold as of September 8, 2024  
*Data Source: Circana LLC, Electronic Smoking Devices Syndicated Category*

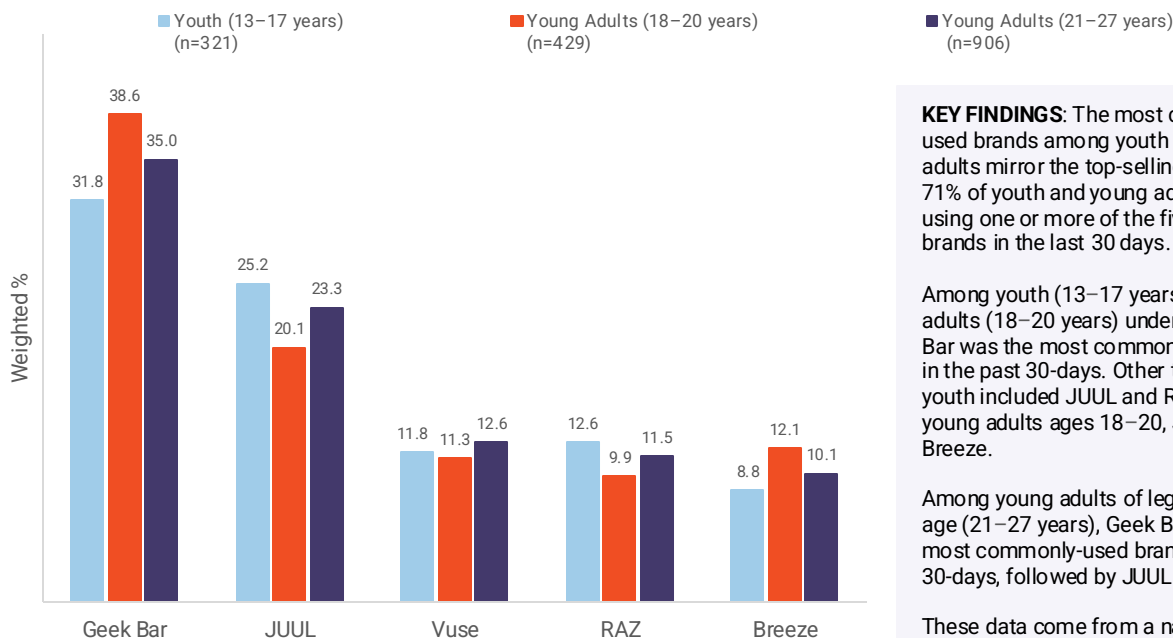


- Top 5 Brand \$ Share (Vuse, JUUL, Geek Bar Pulse, Breeze Smoke, Raz)
- Top 6-10 Brand \$ Share (NJOY, HQD, Breeze Prime, Loon Maxx, Mr Fog)
- All Other Brands

Based on CDC Foundation analysis of Circana LLC retail POS data (Multi-Outlet + Convenience). Complete National E-Cigarette Data Brief available [here](#).

### 71.2% of Youth and Young Adults Who Vape Used One or More Top-Selling Brands

Top E-Cigarette Brands Among Youth and Young Adults Who Currently Used E-Cigarettes  
*Data Source: Tobacco Epidemic Evaluation Network (TEEN+) Study, August – December 2024*



Note: While only the top 5 brands are displayed on the figure, a total of 23 brands appeared in the survey related to past 30-day e-cigarette brand use, and hundreds more exist on the market.

**KEY FINDINGS:** The most commonly-used brands among youth and young adults mirror the top-selling brands, with 71% of youth and young adults who vape using one or more of the five top-selling brands in the last 30 days.

Among youth (13-17 years) and young adults (18-20 years) under age 21, Geek Bar was the most commonly-used brand in the past 30-days. Other top brands for youth included JUUL and RAZ, and for young adults ages 18-20, JUUL and Breeze.

Among young adults of legal purchase age (21-27 years), Geek Bar was the most commonly-used brand in the past 30-days, followed by JUUL and Vuse.

These data come from a nationally-representative survey collected August-December 2024.

## Data Snapshot | Issue 1

## E-Cigarette Brands

## Sales Data Methods and Notes

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). Brands included here are presented as they are described within Circana LLC data (therein labelled BrandFranchiseName); CDC Foundation has not performed additional aggregation. Some brands (such as Vuse) may aggregate several product lines, whereas others (such as Breeze) may be listed separately. Retail sales data are based on custom research by the CDC Foundation using Circana LLC retail POS (Multi-Outlet + Convenience). According to Circana LLC, new product coding is managed to consistently meet or exceed releasing products that cover a minimum of 95.5% of total dollar sales at any given time. Coding and releasing of new products are prioritized based on significance of dollar sales to continually comply with capturing at least 95.5% of total dollar sales in each period.

## TEEN+ Methods and Notes

The Tobacco Epidemic Evaluation Network (TEEN+) Study is a nationally-representative, address-based, longitudinal cohort of youth and young adults fielded semiannually since July 2022. TEEN+ enables the collection of timely estimates to evaluate behavior and perceptions of tobacco products among youth and young adults in the context of a rapidly changing policy and product landscape. Sampling design allows for the calculation of nationally-representative estimates. TEEN+ Data included in this Snapshot were collected from August–December 2024.

Additional information about the TEEN+ Design is available [here](#).

**Reference:** 1. Marynak K, Crane E, VanFrank B. Vaping. JAMA. 2025;333(6):536. doi:10.1001/jama.2024.25255.

**Suggested Citation:** CDC Foundation. (2025). Monitoring Tobacco Product Use Among Youth and Young Adults in the U.S. Data Snapshot, Issue 1, E-Cigarette Brands.

**Funding:** Funding provided by the *Bloomberg Initiative to Reduce Tobacco Use* through the CDC Foundation with a grant from [Bloomberg Philanthropies](#).

**Disclaimer:** The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the CDC Foundation.

**Notice:** The data in this brief are preliminary and subject to revision.