Monitoring E-Cigarette Sales: State Trends

This data brief highlights trends in e-cigarette unit sales in selected states. Data is presented from February 2019 to March 2026.

Notice of Brief Formatting and Revision to Previous Data Estimates

- For the best viewing experience, please open this PDF in Google Chrome. Some features or formatting may not display correctly in other browsers or PDF viewers.
- The data in this brief have been updated to capture new e-cigarette products coded by Circana (formerly IRI). Historical sales estimates may differ from previous briefs.

Federal Flavor Regulatory Initiatives

- In February 2020, the U.S. Food and Drug Administration (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 August 26, 2021.
- As of May 2026, FDA has authorized 45 e-cigarette products to be marketed in the United States.[1] These are the only products that may lawfully be sold in the United States.
- Beginning April 14, 2022, FDA had the authority to regulate products containing nicotine from any source, including synthetic nicotine.

Other Relevant Issues

- During the period covered by this data brief, additional flavored tobacco products continued to be marketed (e.g., flavored cigars) or entered the market (e.g., 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. Please see www.tobaccomonitoring.org for more information about the total amount of e-cigarette nicotine sold in each of the states for which unit sales are presented in this data brief.
- 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 in 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 March 2026, California and Massachusetts restrict the sale of flavored tobacco products; New Jersey restricts the sale of all flavored e-cigarettes; New York restricts the sale of flavored e-cigarettes unless they have marketing authorization from the FDA; and Rhode Island and Utah restrict the sale of flavored e-cigarettes, except menthol. In addition, nearly 400 local jurisdictions restrict the sale of flavored tobacco products, including e-cigarettes.
- More information about state and local policies can be found on Truth Initiative's website.

1. U.S. Food and Drug Administration. Searchable Tobacco Products Database. https://www.accessdata.fda.gov/scripts/searchtobacco/ (accessed April 3, 2026).

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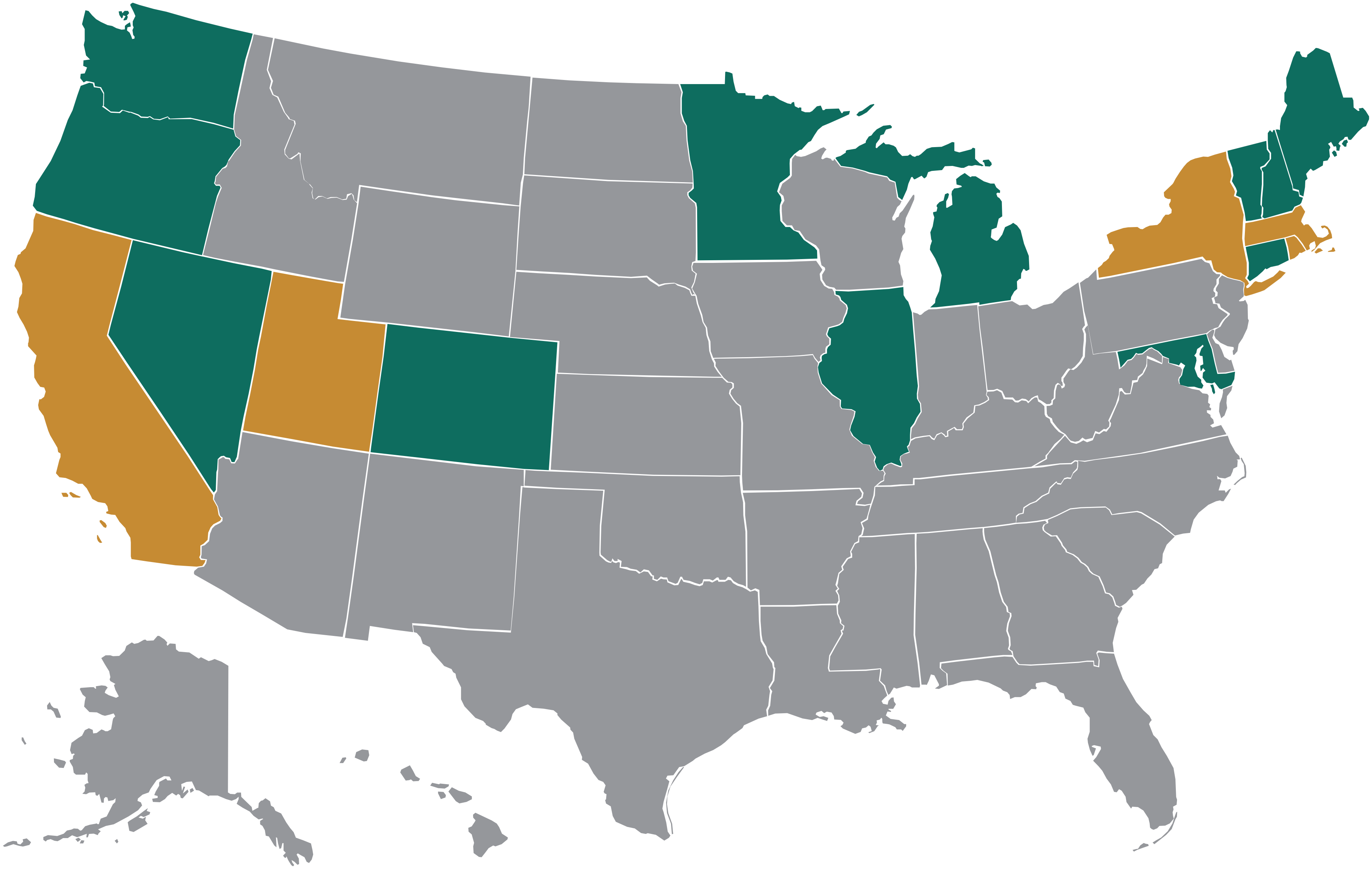
States Presented in the Data Brief



States included in this data brief with a statewide e-cigarette flavor policy*

Other states included in this data brief.

*Data not available for all states with flavor policies (i.e., New Jersey)

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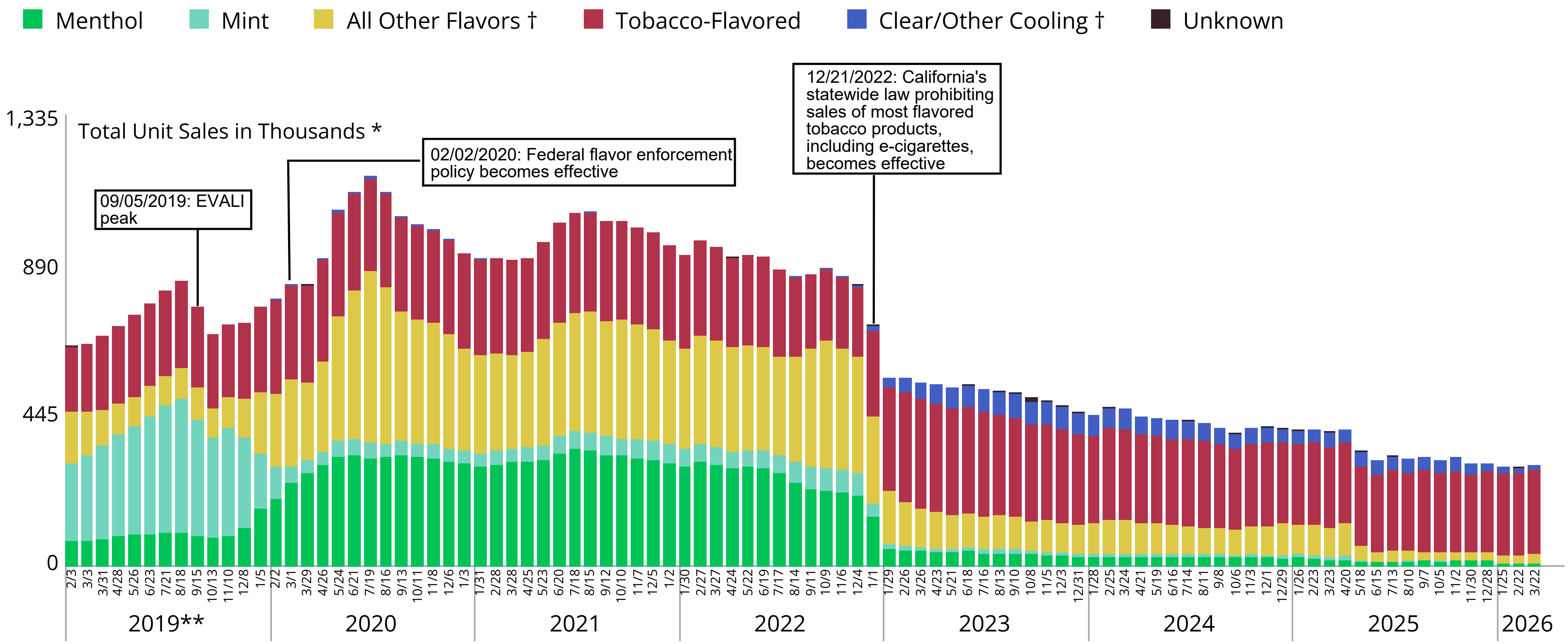
Figure 1. California E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

Trends of Unit Sales by Flavor Following California's Flavored E-Cigarette Restriction

From 12/4/2022 to 3/22/2026, unless otherwise specified

- Following California's implementation of flavored tobacco restrictions, monthly e-cigarette total unit sales decreased from 833.2 thousand to 301.5 thousand (-63.8%).
- Tobacco-flavored e-cigarette sales increased from 203.9 thousand to 248.0 thousand (+21.6%); unit share increased from 24.5% to 82.3%.
- Non-tobacco-flavored e-cigarette sales decreased from 626.2 thousand to 53.0 thousand (-91.5%); unit share decreased from 75.2% to 17.6%.
- Menthol-flavored e-cigarette sales decreased from 209.3 thousand to 8.3 thousand (-96.0%); unit share decreased from 25.1% to 2.8%.
- Mint-flavored e-cigarette sales decreased from 67.7 thousand to 1.6 thousand (-97.6%); unit share decreased from 8.1% to 0.5%.
- All other-flavored e-cigarette sales decreased from 341.8 thousand to 30.1 thousand (-91.2%); unit share decreased from 41.0% to 10.0%.
- Clear/other cooling flavored e-cigarette sales increased from 7.4 thousand to 13.0 thousand (+74.8%); unit share increased from 0.9% to 4.3%.
- California's decline in e-cigarette sales between 12/4/2022 and 3/22/2026 represents 8.7% (i.e., 531.7 thousand units out of 6.1 million units) of the decline in national e-cigarette sales that occurred during this period.
- As of 3/22/2026, disposable e-cigarettes represent 87.8% of sales of prohibited flavored e-cigarettes in California.

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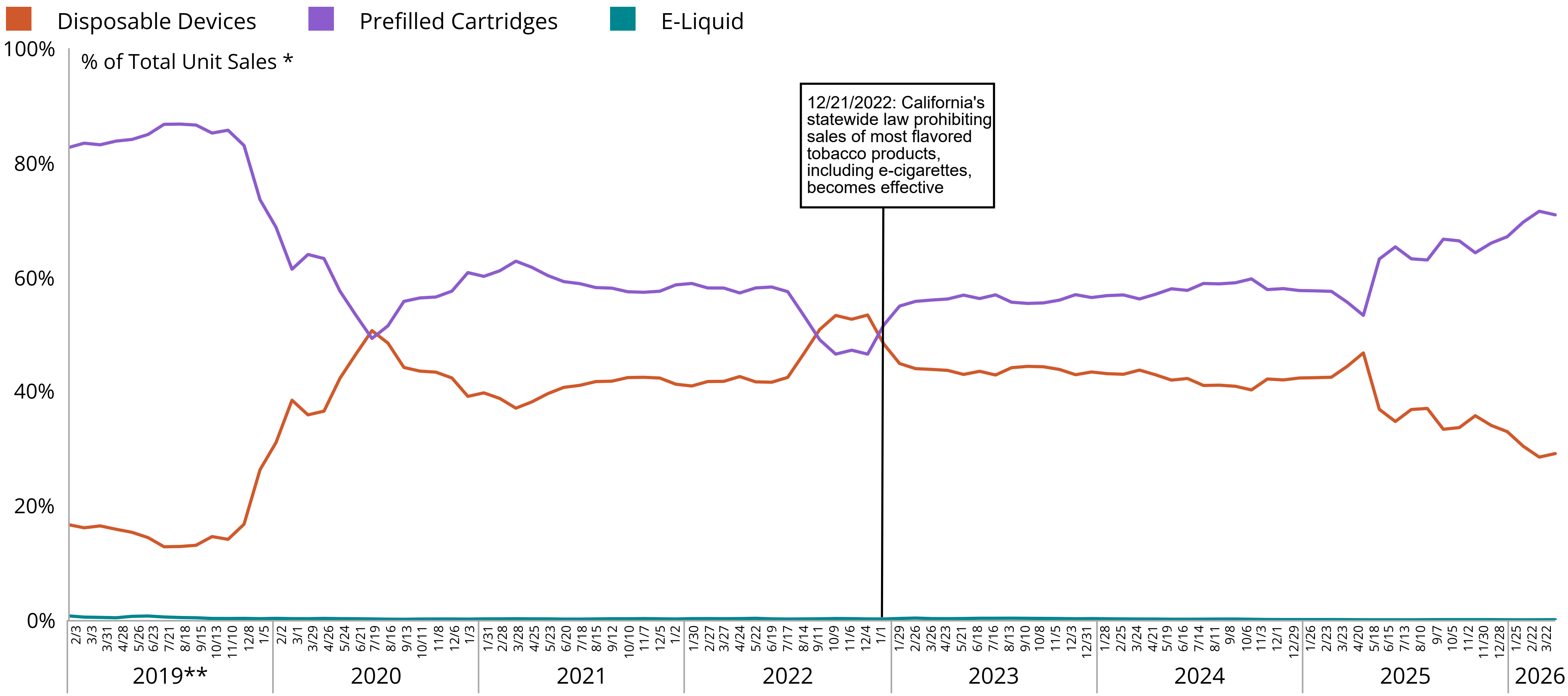
Figure 2. California E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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 Product Type Following California's Flavored E-Cigarette Restriction

From 12/4/2022 to 3/22/2026

- Unit share of disposable devices decreased from 53.3% to 29.1%; unit sales decreased from 444.3 thousand to 87.7 thousand (-80.3%).
- Unit share of prefilled cartridges increased from 46.5% to 70.8%; unit sales decreased from 387.4 thousand to 213.6 thousand (-44.9%).

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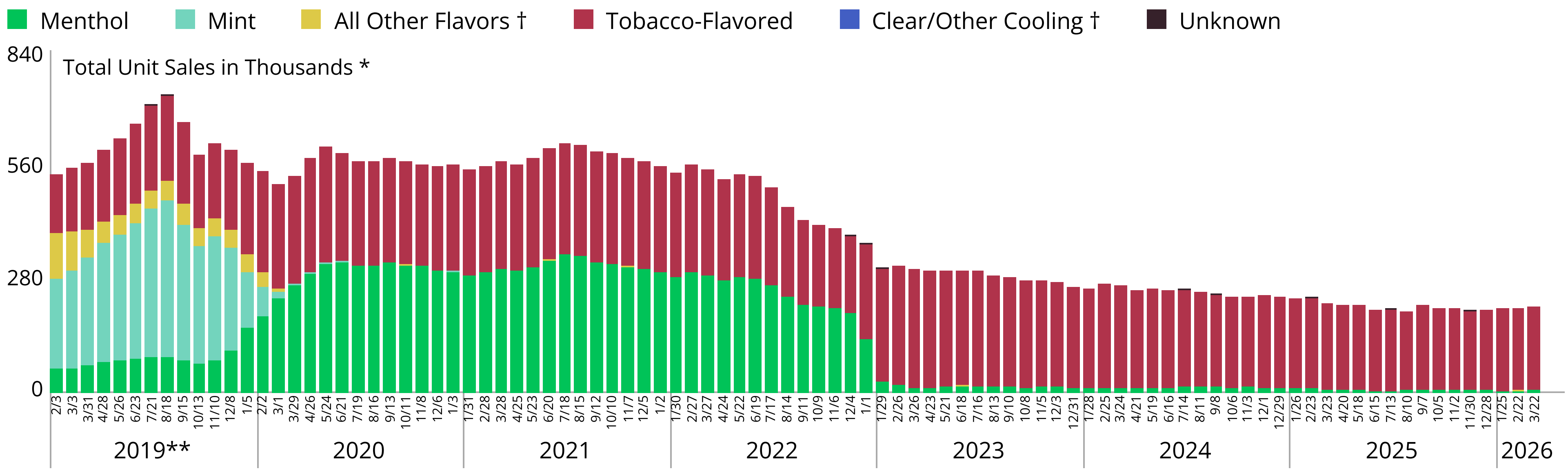
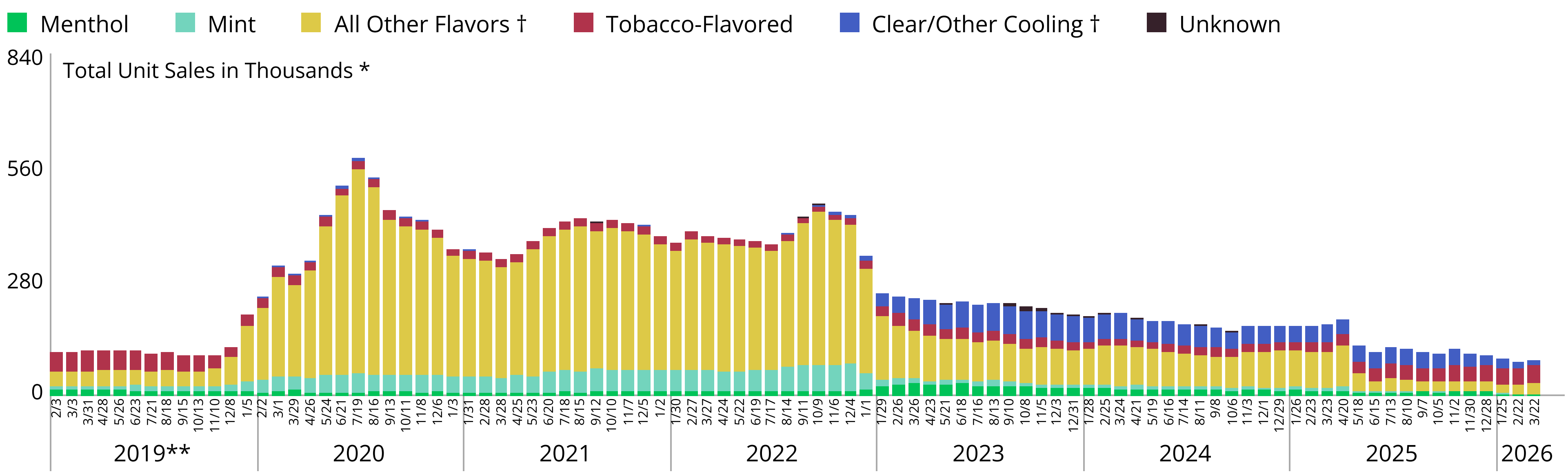
Figure 3. California E-Cigarette Unit Sales by Product Type and Flavor

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 (1.4% of total dollar sales in 2025). 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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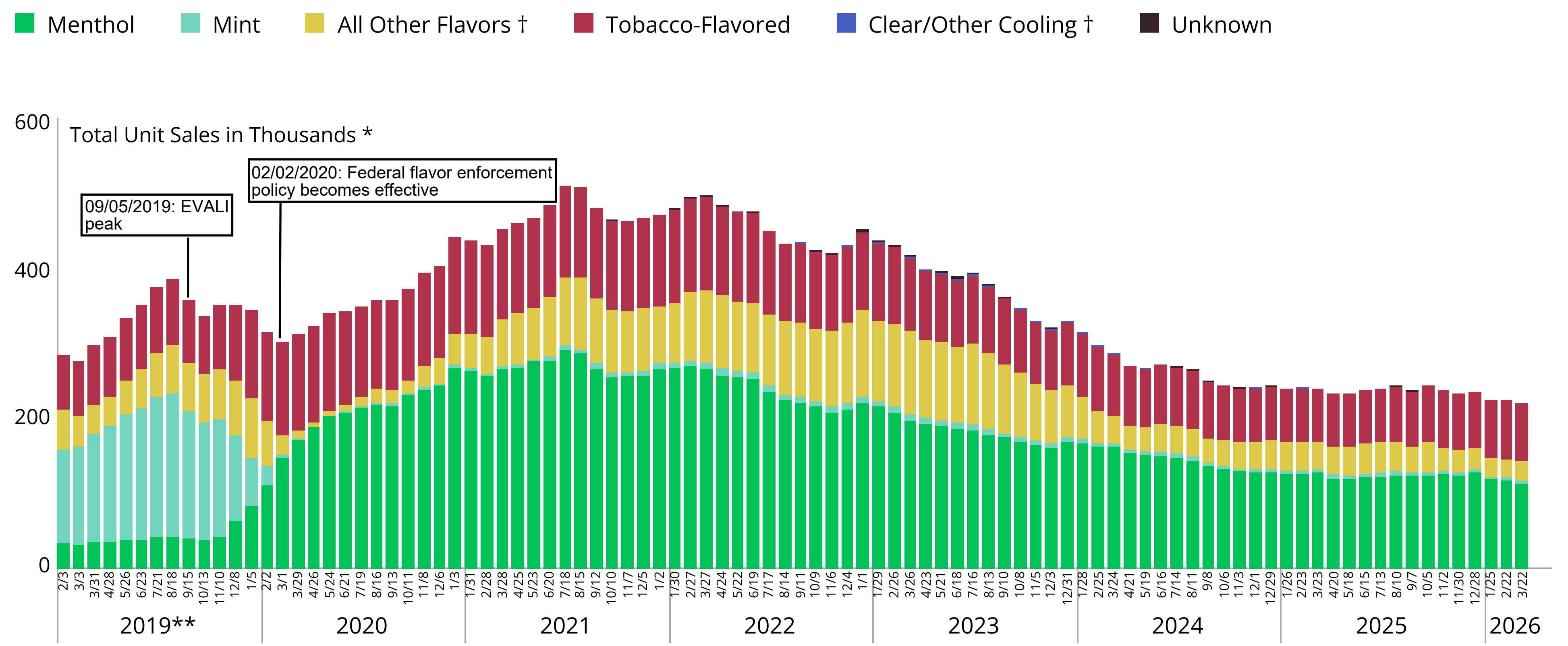
Figure 4. Colorado E-Cigarette Unit Sales by Flavor



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

From 2/2/2020 to 3/22/2026, unless otherwise specified

- Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales decreased from 314.1 thousand to 220.7 thousand (-29.7%).
- Tobacco-flavored e-cigarette sales decreased from 116.5 thousand to 77.5 thousand (-33.5%); unit share decreased from 37.1% to 35.1%.
- Non-tobacco-flavored e-cigarette sales decreased from 197.6 thousand to 143.0 thousand (-27.6%); unit share increased from 62.9% to 64.8%.
- Menthol-flavored e-cigarette sales increased from 111.4 thousand to 114.4 thousand (+2.7%); unit share increased from 35.5% to 51.8%.
- Mint-flavored e-cigarette sales decreased from 24.8 thousand to 4.0 thousand (-84.0%); unit share decreased from 7.9% to 1.8%.
- All other-flavored e-cigarette sales decreased from 61.4 thousand to 24.6 thousand (-60.0%); unit share decreased from 19.5% to 11.1%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Colorado, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales decreased from 1.1 thousand to 106; unit share decreased from 0.3% to 0.0%.

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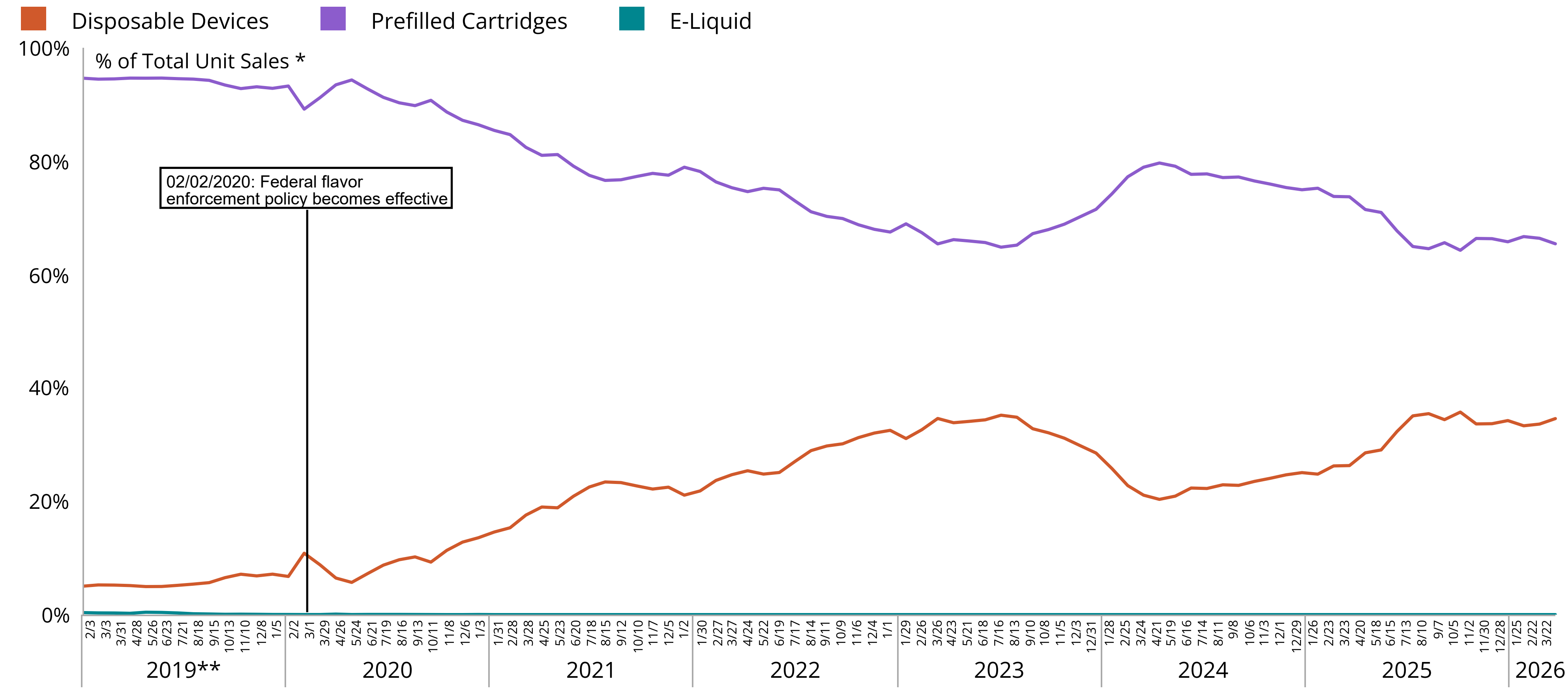
CDC Foundation
Together our impact is greater

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



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

From 2/2/2020 to 3/22/2026

- Unit share of disposable devices increased from 6.7% to 34.6%; unit sales increased from 21.1 thousand to 76.3 thousand (+261.0%).
- Unit share of prefilled cartridges decreased from 93.3% to 65.4%; unit sales decreased from 292.9 thousand to 144.4 thousand (-50.7%).

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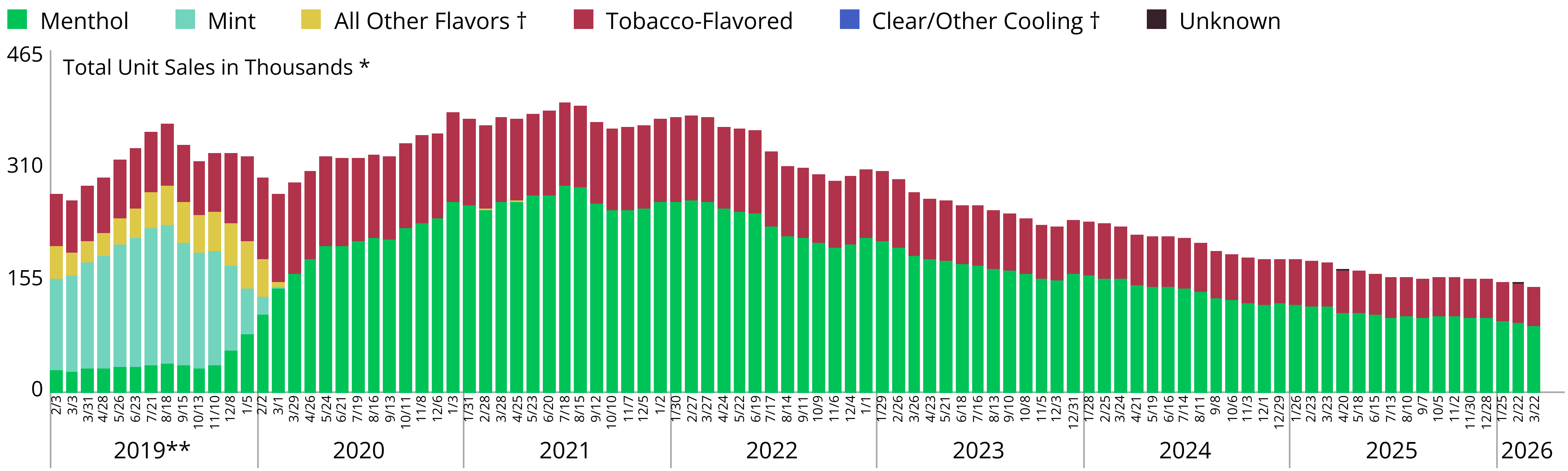
Figure 6. Colorado E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



Disposable Devices

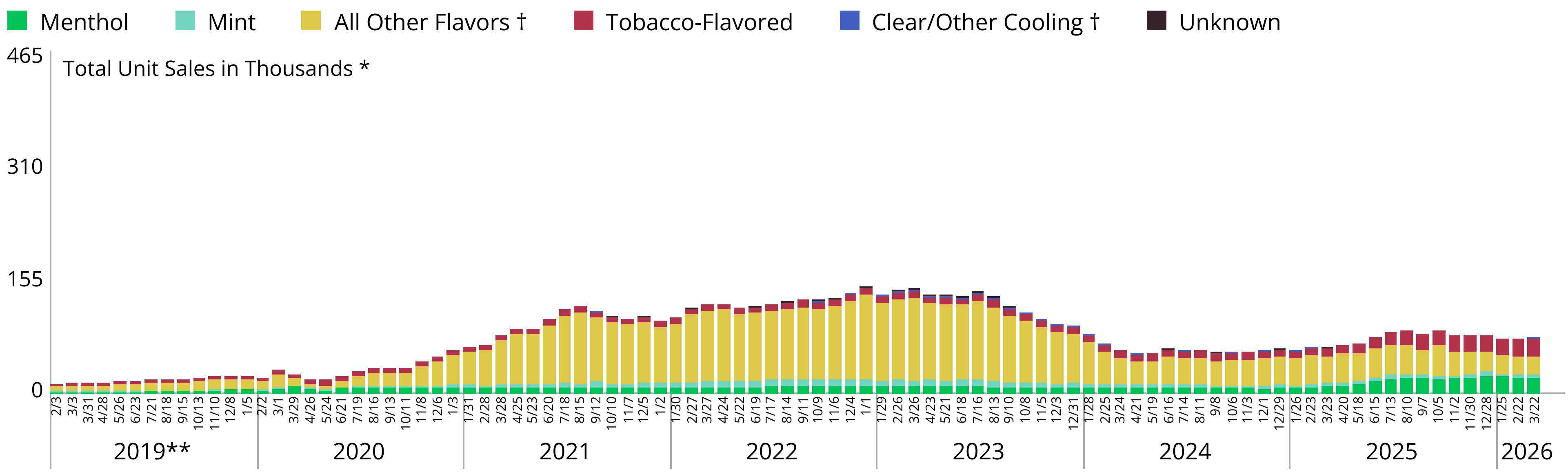


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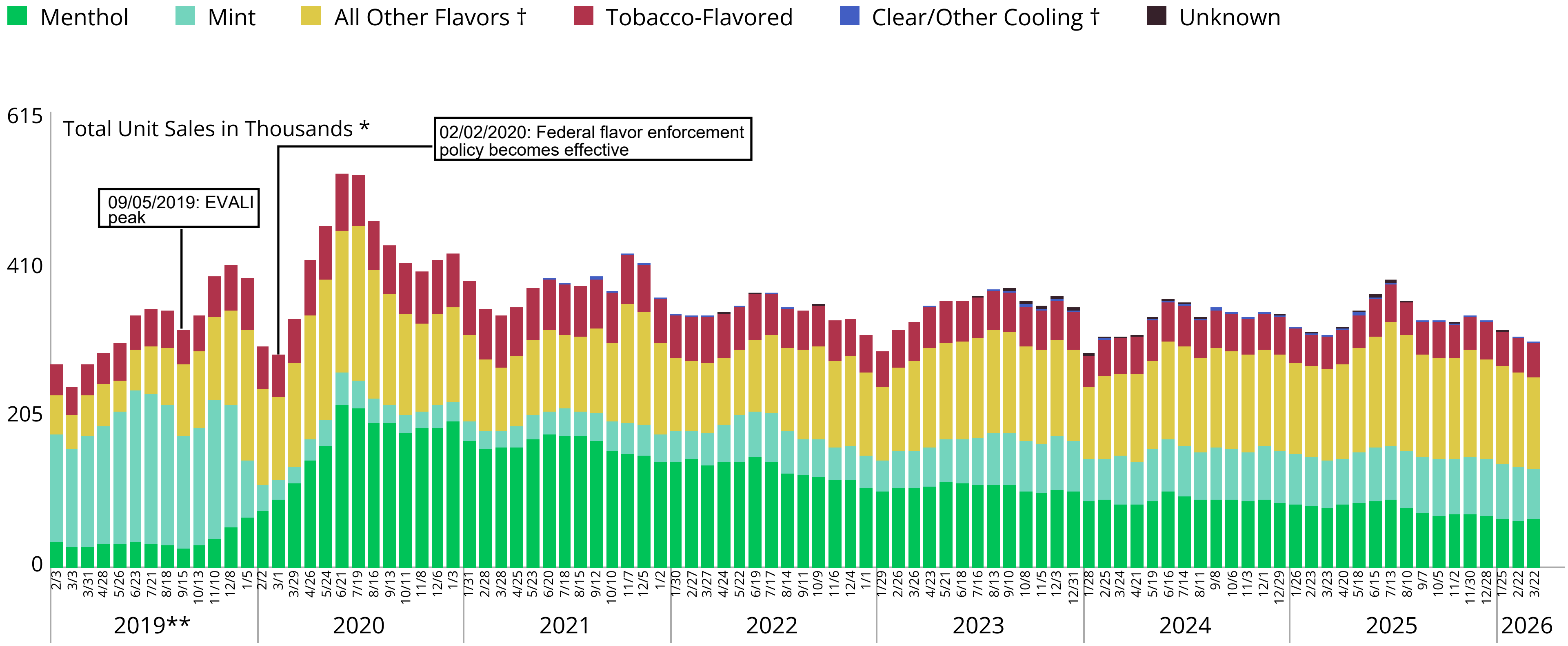
Figure 7. Connecticut E-Cigarette Unit Sales by Flavor



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

From 2/2/2020 to 3/22/2026, unless otherwise specified

- Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 299.1 thousand to 306.2 thousand (+2.4%).
- Tobacco-flavored e-cigarette sales decreased from 57.1 thousand to 46.4 thousand (-18.6%); unit share decreased from 19.1% to 15.2%.
- Non-tobacco-flavored e-cigarette sales increased from 242.0 thousand to 257.8 thousand (+6.5%); unit share increased from 80.9% to 84.2%.
- Menthol-flavored e-cigarette sales decreased from 77.7 thousand to 66.1 thousand (-14.9%); unit share decreased from 26.0% to 21.6%.
- Mint-flavored e-cigarette sales increased from 34.8 thousand to 67.0 thousand (+92.8%); unit share increased from 11.6% to 21.9%.
- All other-flavored e-cigarette sales decreased from 129.6 thousand to 123.9 thousand (-4.4%); unit share decreased from 43.3% to 40.5%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Connecticut, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales increased from 371 to 765 (+106.2%); unit share increased from 0.1% to 0.2%.

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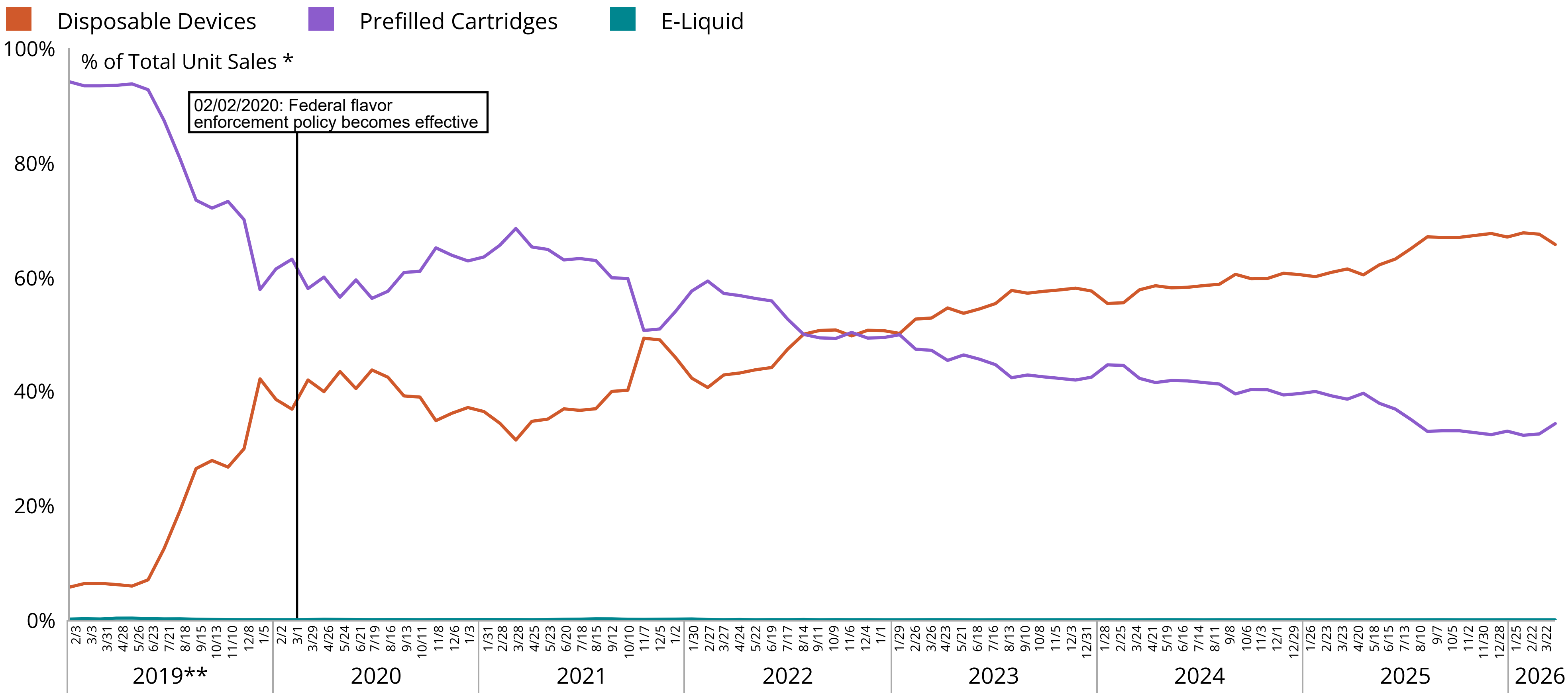
Figure 8. Connecticut E-Cigarette Unit Share by Product Type



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

From 2/2/2020 to 3/22/2026

- Unit share of disposable devices increased from 38.6% to 65.7%; unit sales increased from 115.3 thousand to 201.1 thousand (+74.4%).
- Unit share of prefilled cartridges decreased from 61.4% to 34.3%; unit sales decreased from 183.6 thousand to 105.1 thousand (-42.7%).

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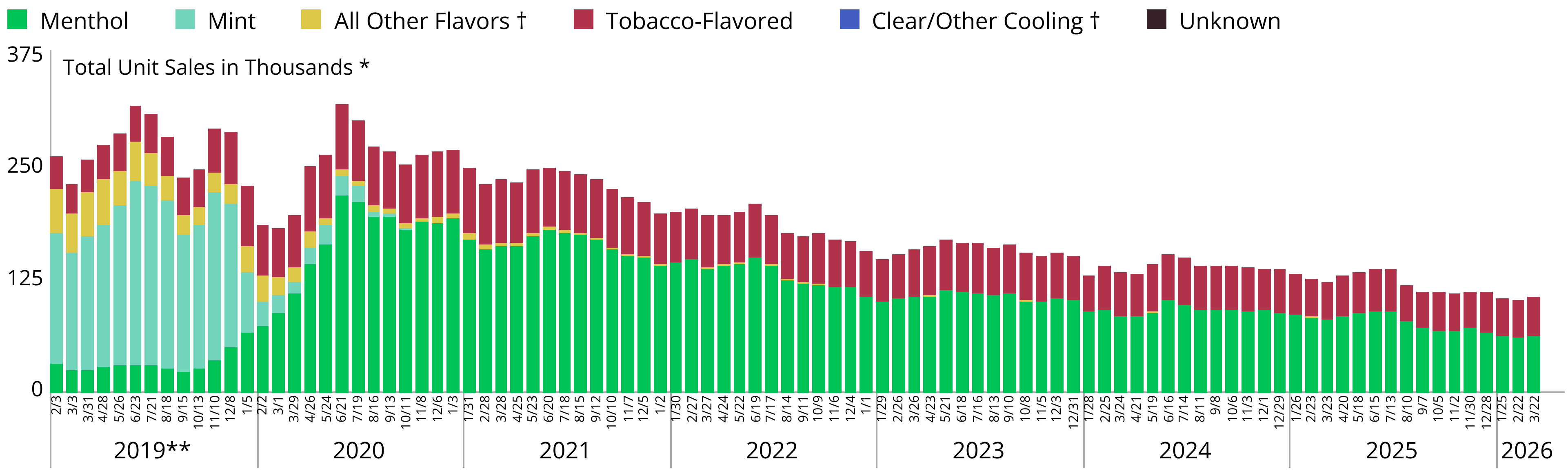
Figure 9. Connecticut E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



Disposable Devices

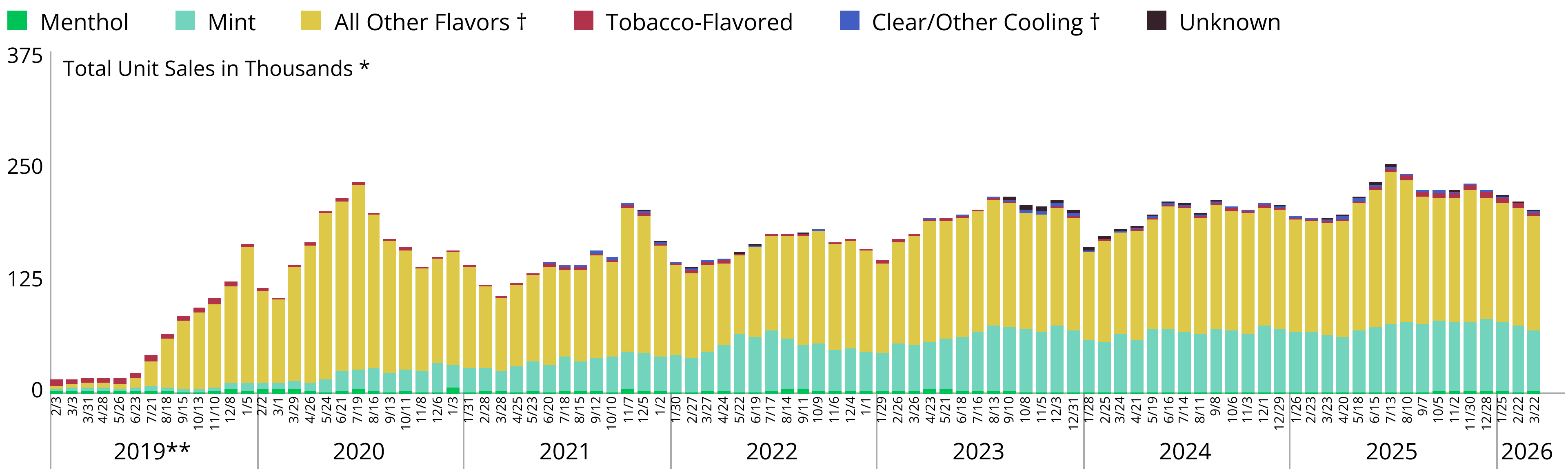


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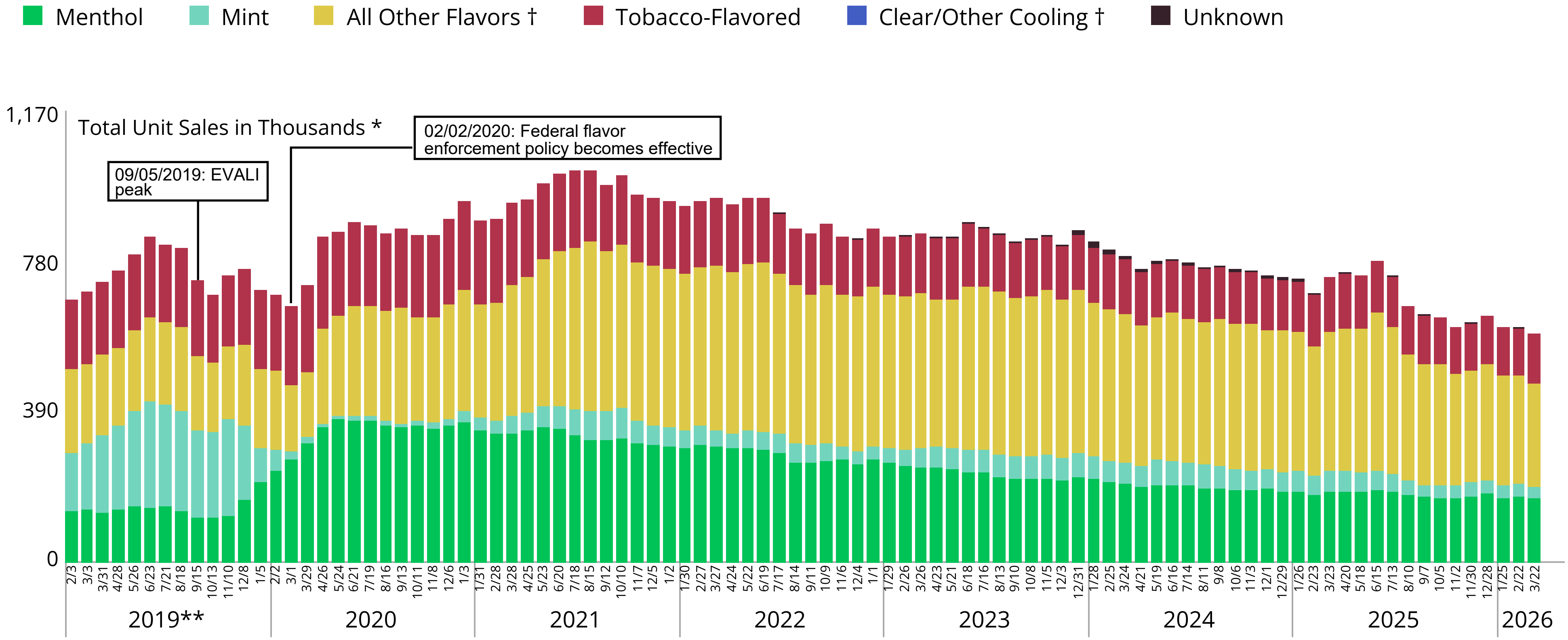
Figure 10. Illinois E-Cigarette Unit Sales by Flavor



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

From 2/2/2020 to 3/22/2026, unless otherwise specified

- Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales decreased from 693.3 thousand to 592.2 thousand (-14.6%).
- Tobacco-flavored e-cigarette sales decreased from 196.8 thousand to 128.0 thousand (-34.9%); unit share decreased from 28.4% to 21.6%.
- Non-tobacco-flavored e-cigarette sales decreased from 496.5 thousand to 463.8 thousand (-6.6%); unit share increased from 71.6% to 78.3%.
- Menthol-flavored e-cigarette sales decreased from 239.8 thousand to 167.2 thousand (-30.3%); unit share decreased from 34.6% to 28.2%.
- Mint-flavored e-cigarette sales decreased from 51.1 thousand to 27.3 thousand (-46.5%); unit share decreased from 7.4% to 4.6%.
- All other-flavored e-cigarette sales increased from 205.6 thousand to 268.7 thousand (+30.7%); unit share increased from 29.7% to 45.4%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Illinois, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales were approximately zero.

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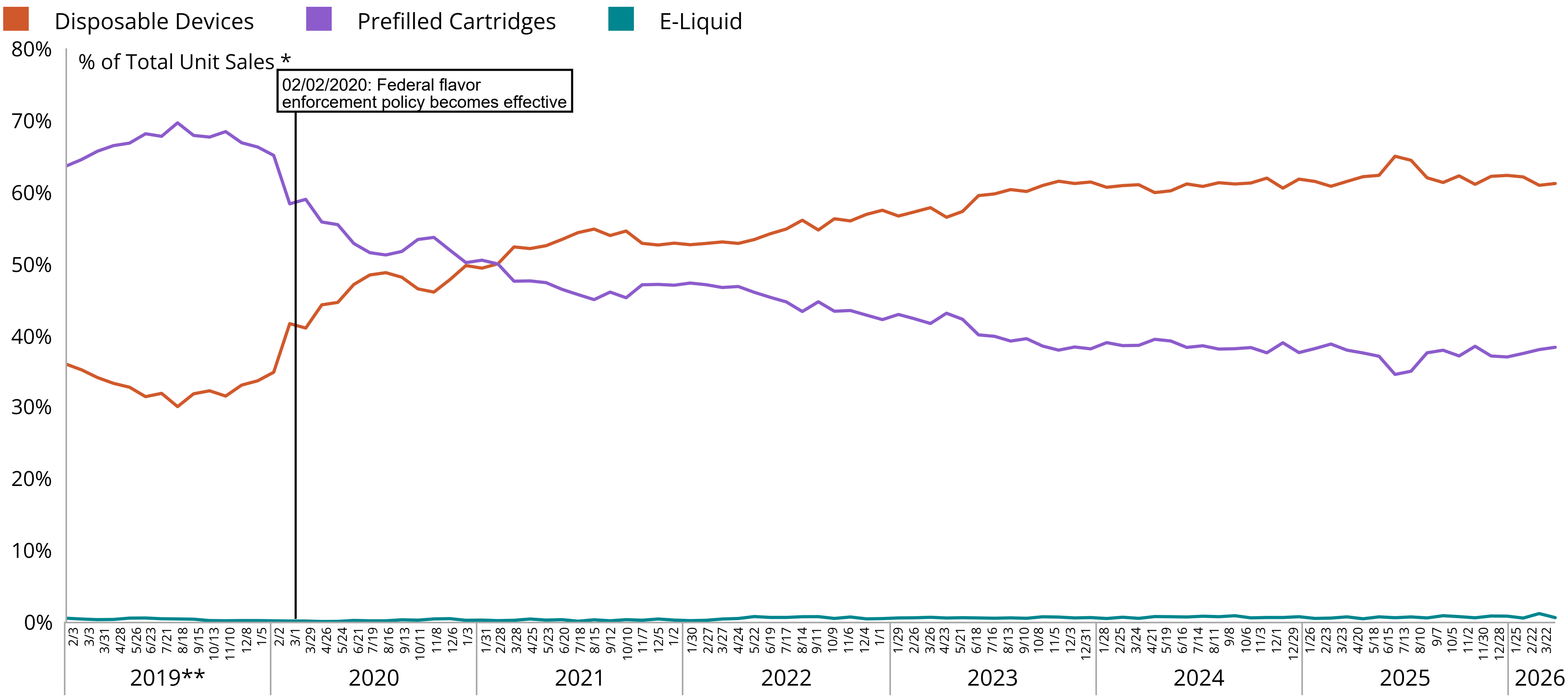
Figure 11. Illinois E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

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

From 2/2/2020 to 3/22/2026

- Unit share of disposable devices increased from 34.8% to 61.1%; unit sales increased from 241.3 thousand to 362.0 thousand (+50.0%).
- Unit share of prefilled cartridges decreased from 65.1% to 38.3%; unit sales decreased from 451.1 thousand to 226.8 thousand (-49.7%).

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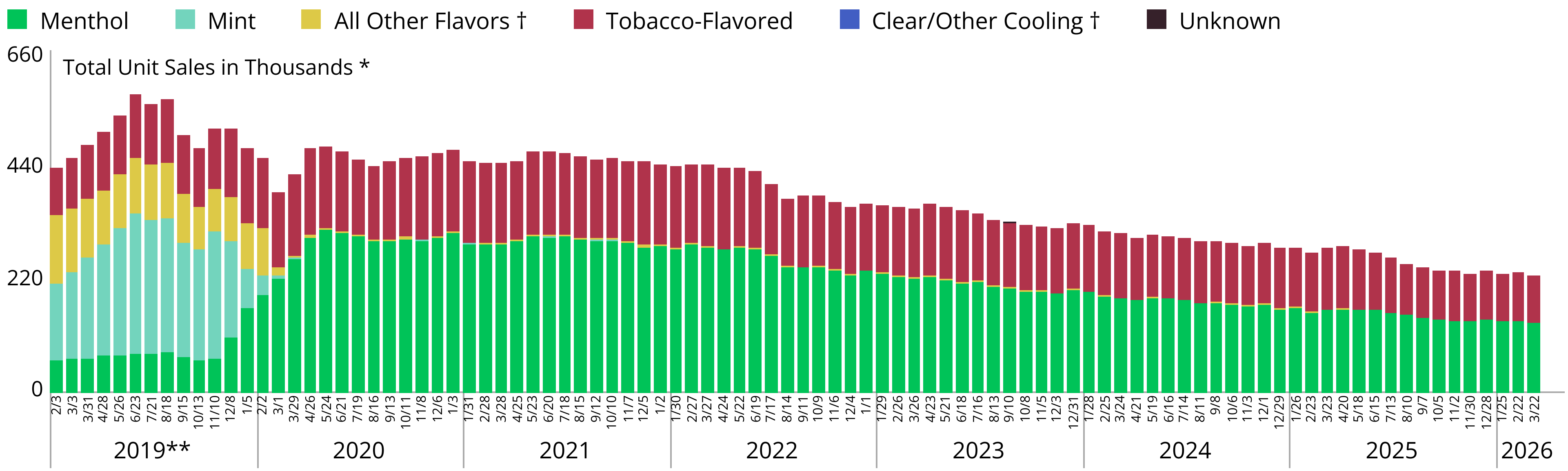
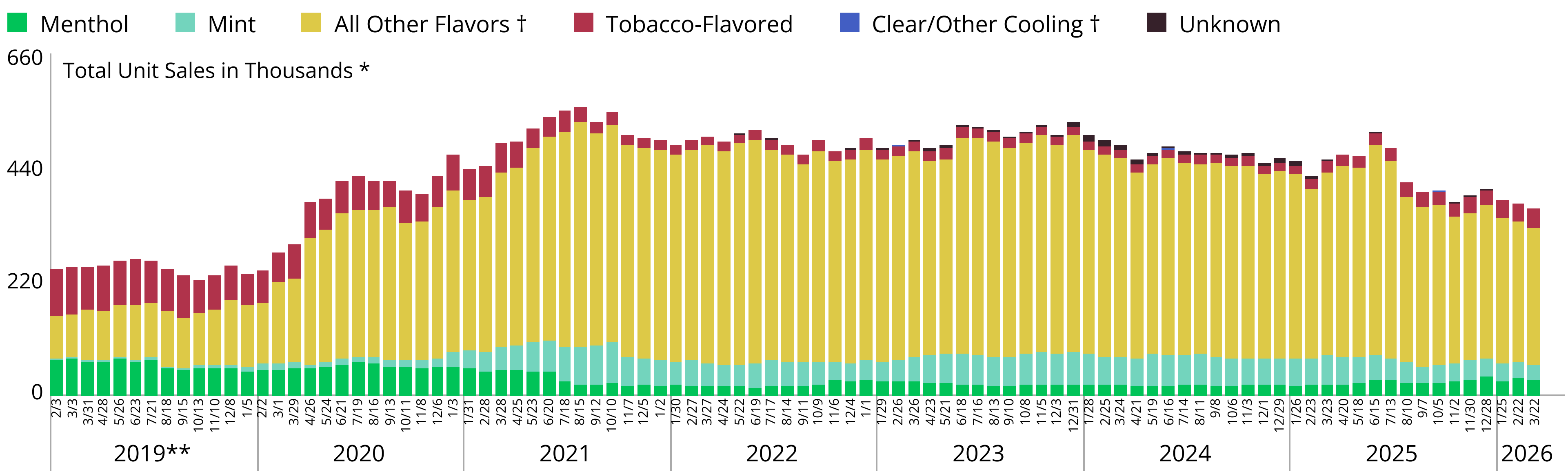
Figure 12. Illinois E-Cigarette Unit Sales by Product Type and Flavor

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 (1.4% of total dollar sales in 2025). 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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† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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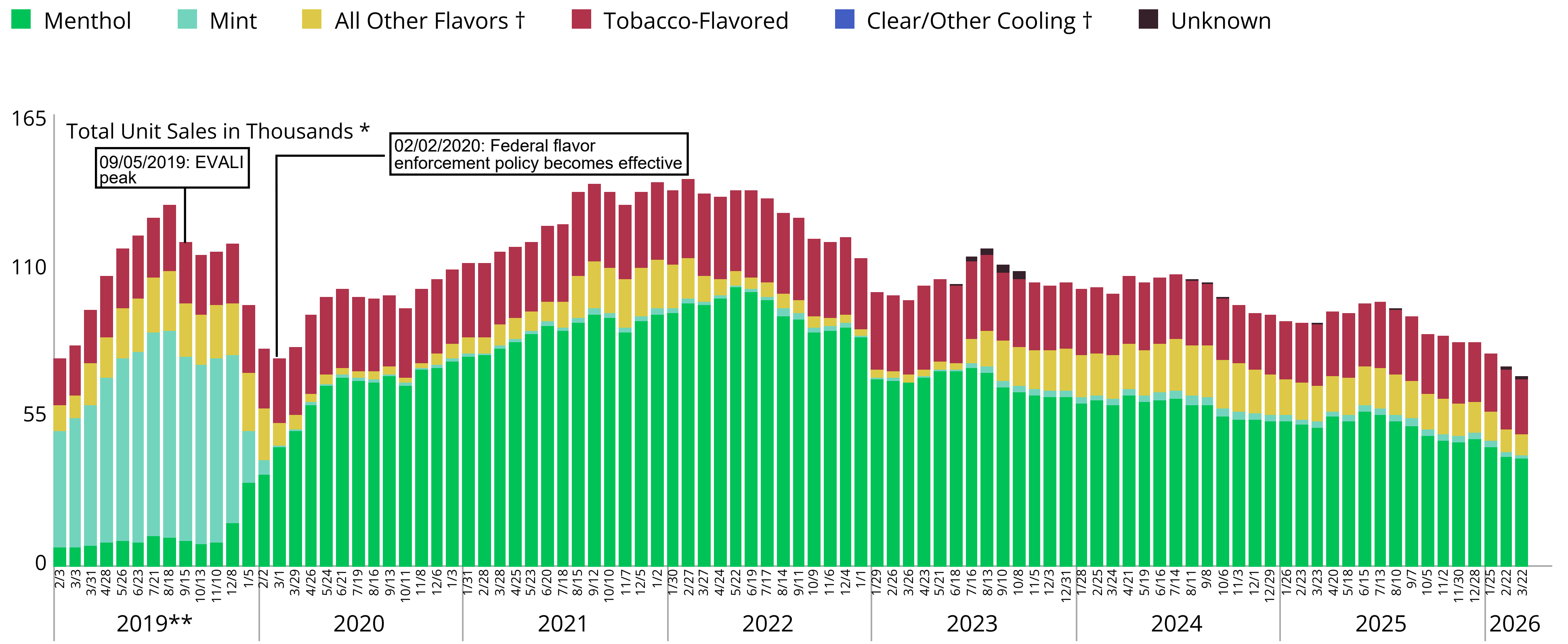
Figure 13. Maine E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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 3/22/2026, unless otherwise specified

- Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales decreased from 79.3 thousand to 69.6 thousand (-12.2%).
- Tobacco-flavored e-cigarette sales decreased from 21.7 thousand to 20.0 thousand (-8.1%); unit share increased from 27.4% to 28.7%.
- Non-tobacco-flavored e-cigarette sales decreased from 57.5 thousand to 48.5 thousand (-15.7%); unit share decreased from 72.6% to 69.8%.
- Menthol-flavored e-cigarette sales increased from 33.8 thousand to 39.2 thousand (+16.0%); unit share increased from 42.7% to 56.4%.
- Mint-flavored e-cigarette sales decreased from 5.2 thousand to 1.2 thousand (-76.5%); unit share decreased from 6.6% to 1.8%.
- All other-flavored e-cigarette sales decreased from 18.5 thousand to 8.1 thousand (-56.5%); unit share decreased from 23.4% to 11.6%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Maine, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales were approximately zero.

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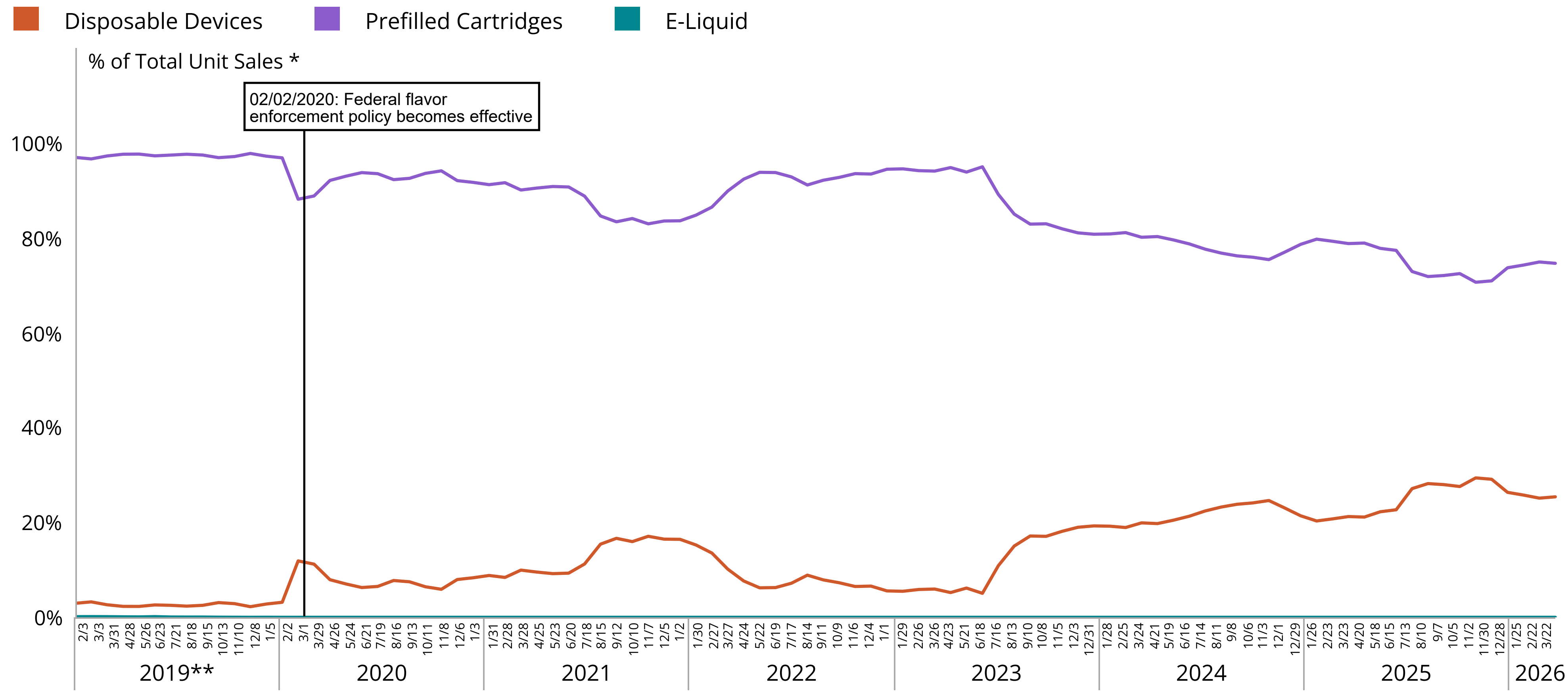
Figure 14. Maine E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

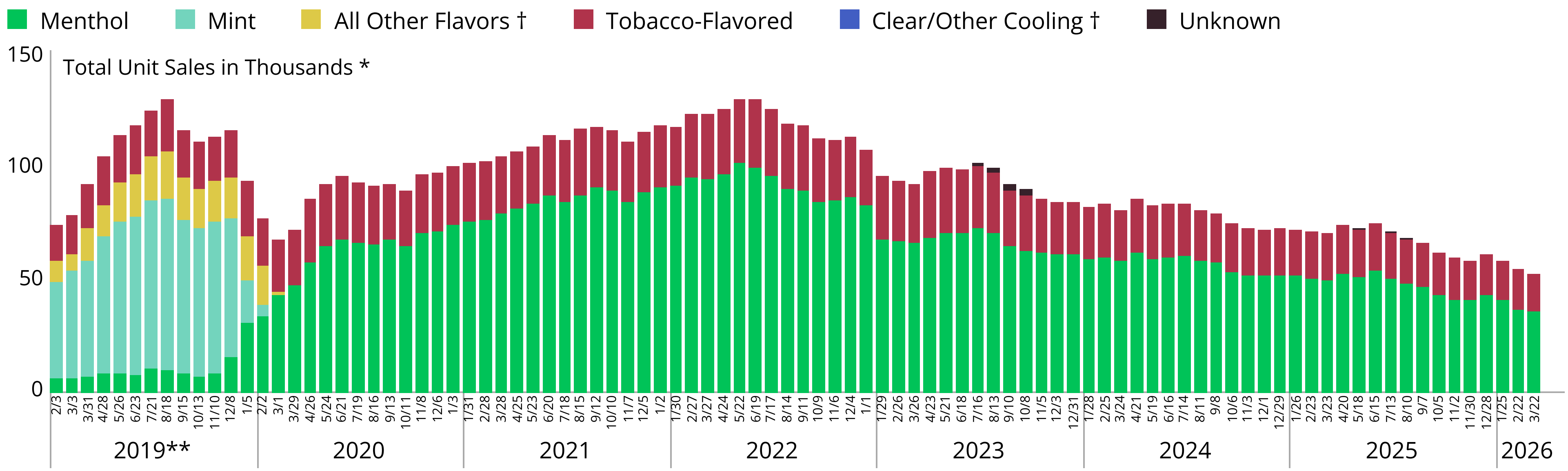
Trends of Unit Sales by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 3/22/2026

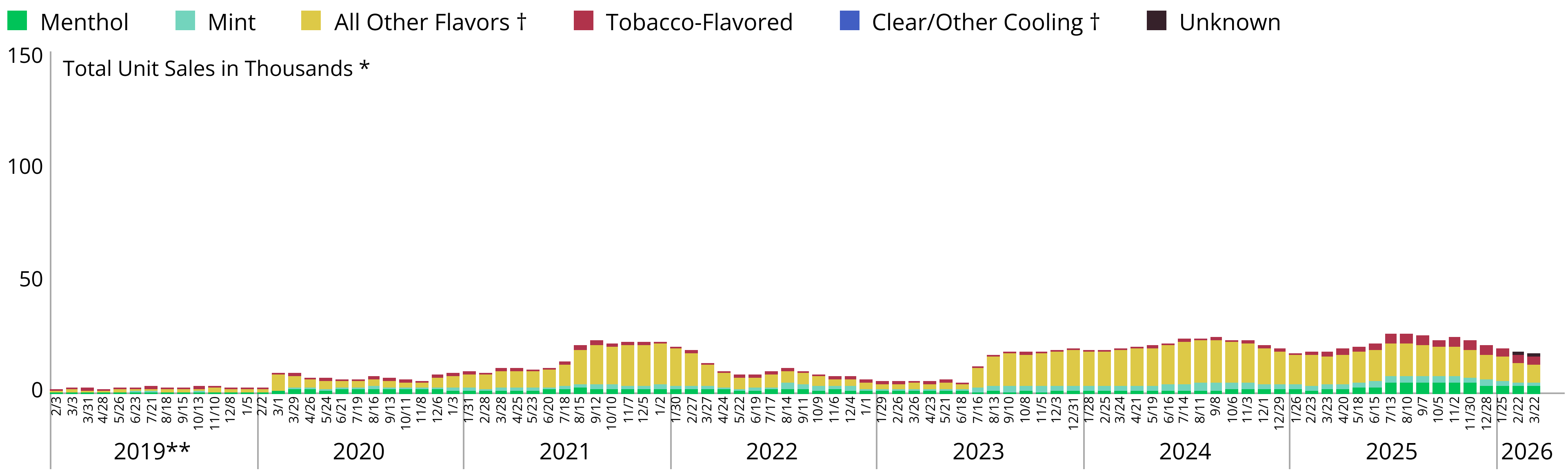
- Unit share of disposable devices increased from 3.2% to 25.4%; unit sales increased from 2.5 thousand to 17.7 thousand (+604.3%).
- Unit share of prefilled cartridges decreased from 96.8% to 74.6%; unit sales decreased from 76.7 thousand to 51.9 thousand (-32.4%).

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

Prefilled Cartridges



Disposable Devices



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (1.4% of total dollar sales in 2025). 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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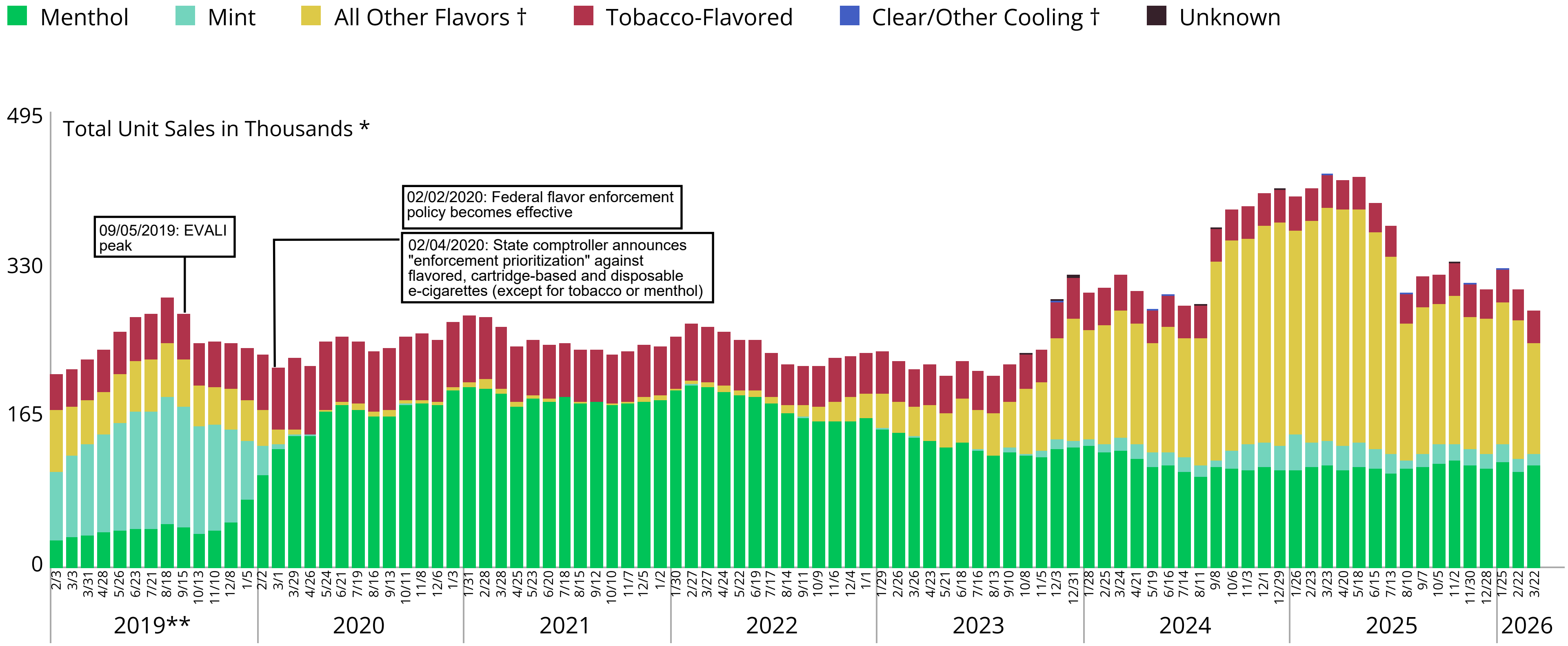
Figure 16. Maryland E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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 3/22/2026, unless otherwise specified

- Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 231.6 thousand to 279.9 thousand (+20.9%).
- Tobacco-flavored e-cigarette sales decreased from 60.5 thousand to 35.2 thousand (-41.9%); unit share decreased from 26.1% to 12.6%.
- Non-tobacco-flavored e-cigarette sales increased from 171.0 thousand to 244.7 thousand (+43.1%); unit share increased from 73.9% to 87.4%.
- Menthol-flavored e-cigarette sales increased from 99.9 thousand to 111.2 thousand (+11.2%); unit share decreased from 43.1% to 39.7%.
- Mint-flavored e-cigarette sales decreased from 32.8 thousand to 12.3 thousand (-62.3%); unit share decreased from 14.1% to 4.4%.
- All other-flavored e-cigarette sales increased from 38.4 thousand to 121.2 thousand (+215.9%); unit share increased from 16.6% to 43.3%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Maryland, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales were approximately zero.

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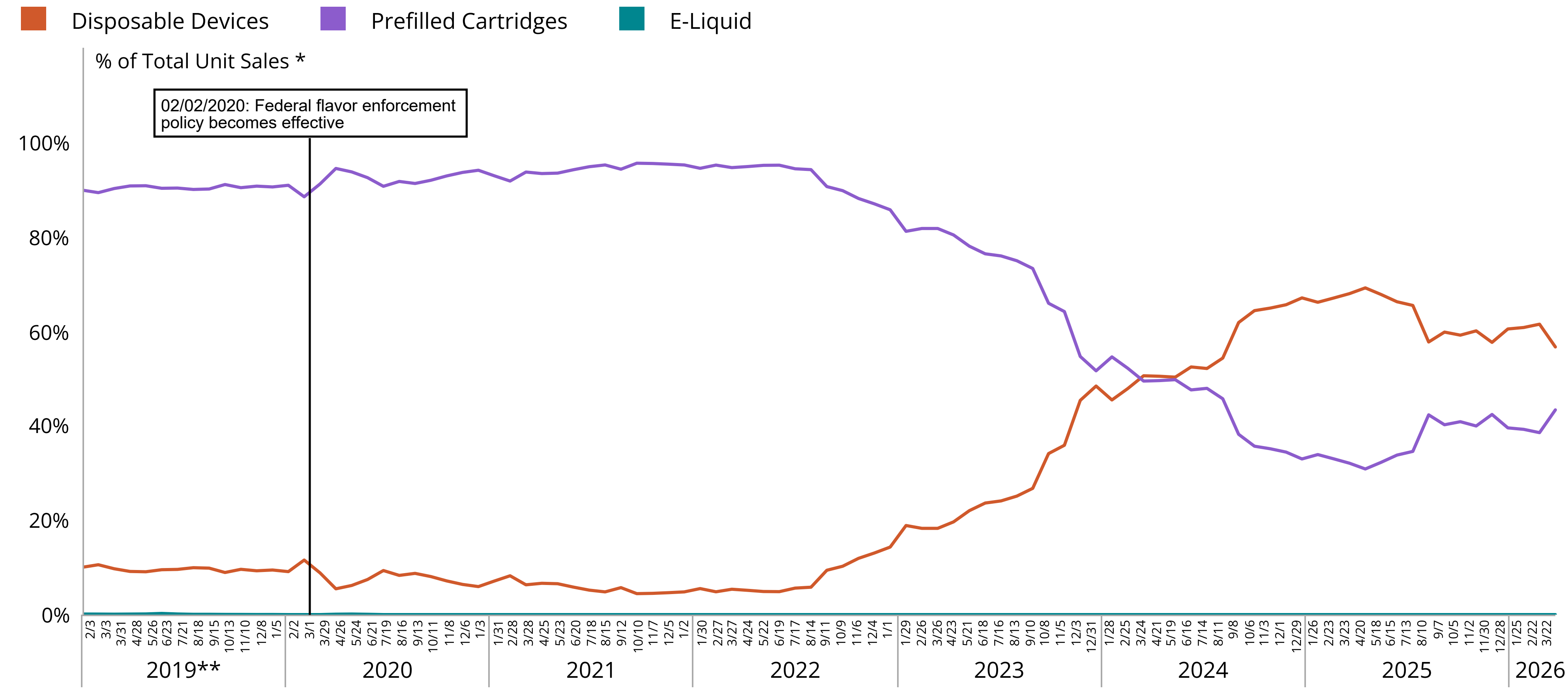
Figure 17. Maryland E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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 Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 3/22/2026

- Unit share of disposable devices increased from 9.1% to 56.7%; unit sales increased from 21.1 thousand to 158.6 thousand (+652.5%).
- Unit share of prefilled cartridges decreased from 90.9% to 43.3%; unit sales decreased from 210.5 thousand to 121.3 thousand (-42.4%).

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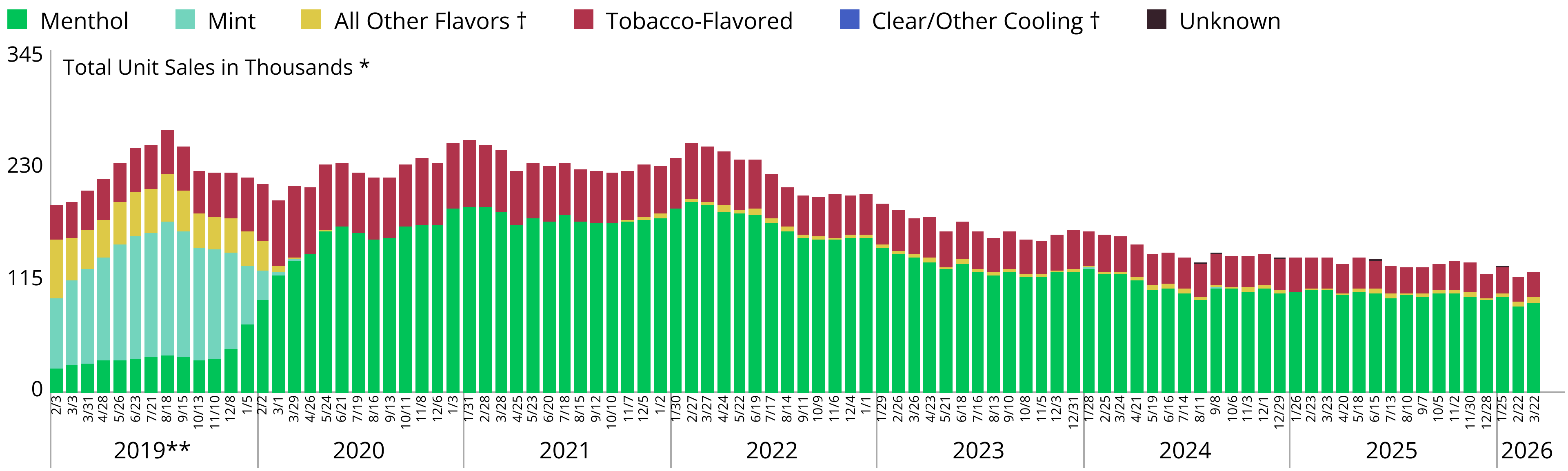
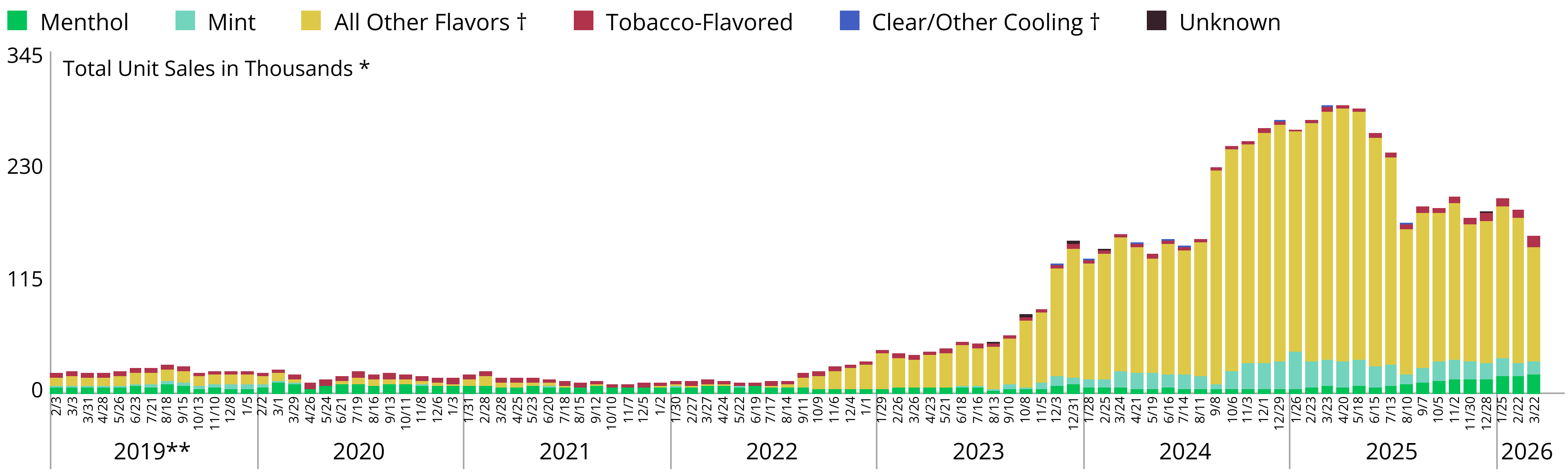
Figure 18. Maryland E-Cigarette Unit Sales by Product Type and Flavor

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 (1.4% of total dollar sales in 2025). 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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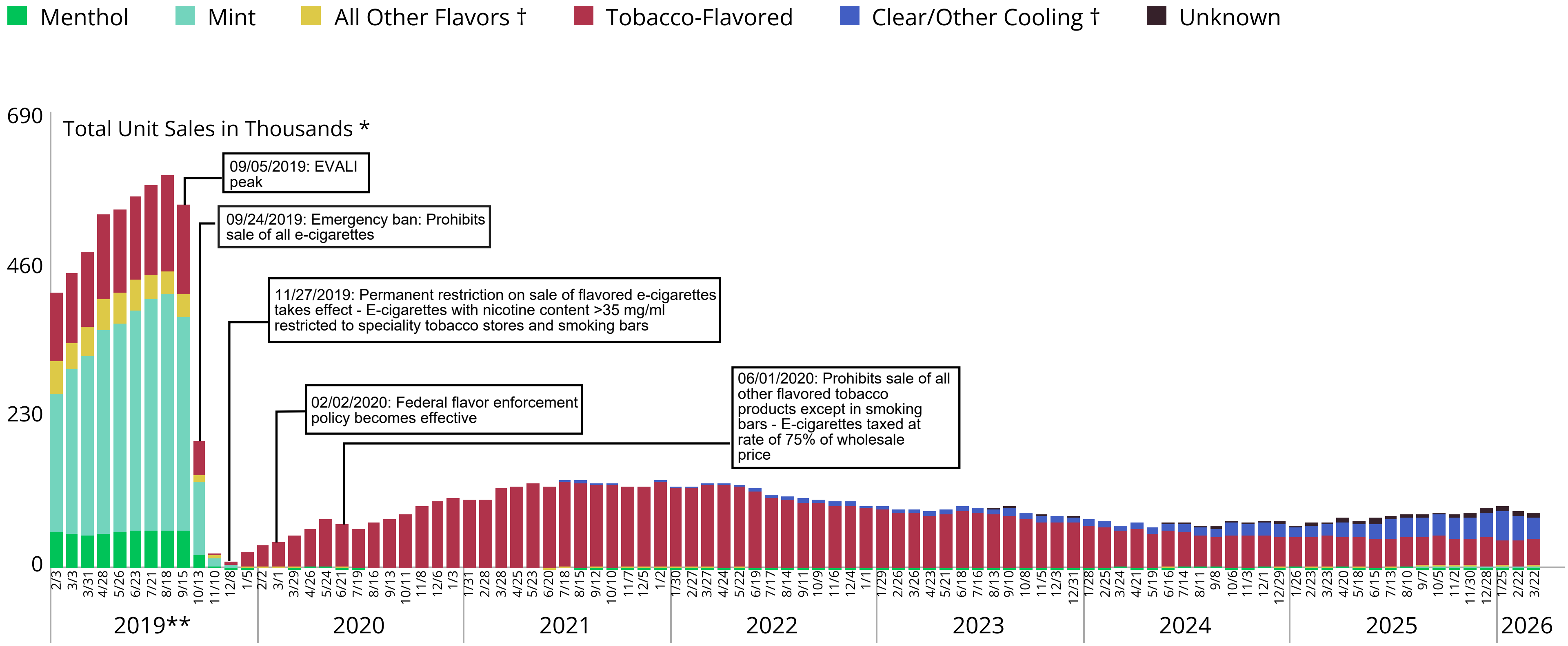
Figure 19. Massachusetts E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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 Massachusetts's Flavored E-Cigarette Restriction

From 9/15/2019 to 3/22/2026, unless otherwise specified

- Following Massachusetts's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 548.7 thousand to 83.8 thousand (-84.7%).
- Tobacco-flavored e-cigarette sales decreased from 135.8 thousand to 40.3 thousand (-70.4%); unit share increased from 24.8% to 48.1%.
- Non-tobacco-flavored e-cigarette sales decreased from 412.9 thousand to 36.5 thousand (-91.2%); unit share decreased from 75.2% to 43.6%.
- Menthol-flavored e-cigarette sales decreased from 55.5 thousand to 580 (-99.0%); unit share decreased from 10.1% to 0.7%.
- Mint-flavored e-cigarette sales decreased from 324.9 thousand to 685 (-99.8%); unit share decreased from 59.2% to 0.8%.
- All other-flavored e-cigarette sales decreased from 32.4 thousand to 2.5 thousand (-92.4%); unit share decreased from 5.9% to 2.9%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Massachusetts, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales increased from 7.6 thousand to 32.8 thousand (+333.9%); unit share increased from 7.4% to 39.2%.

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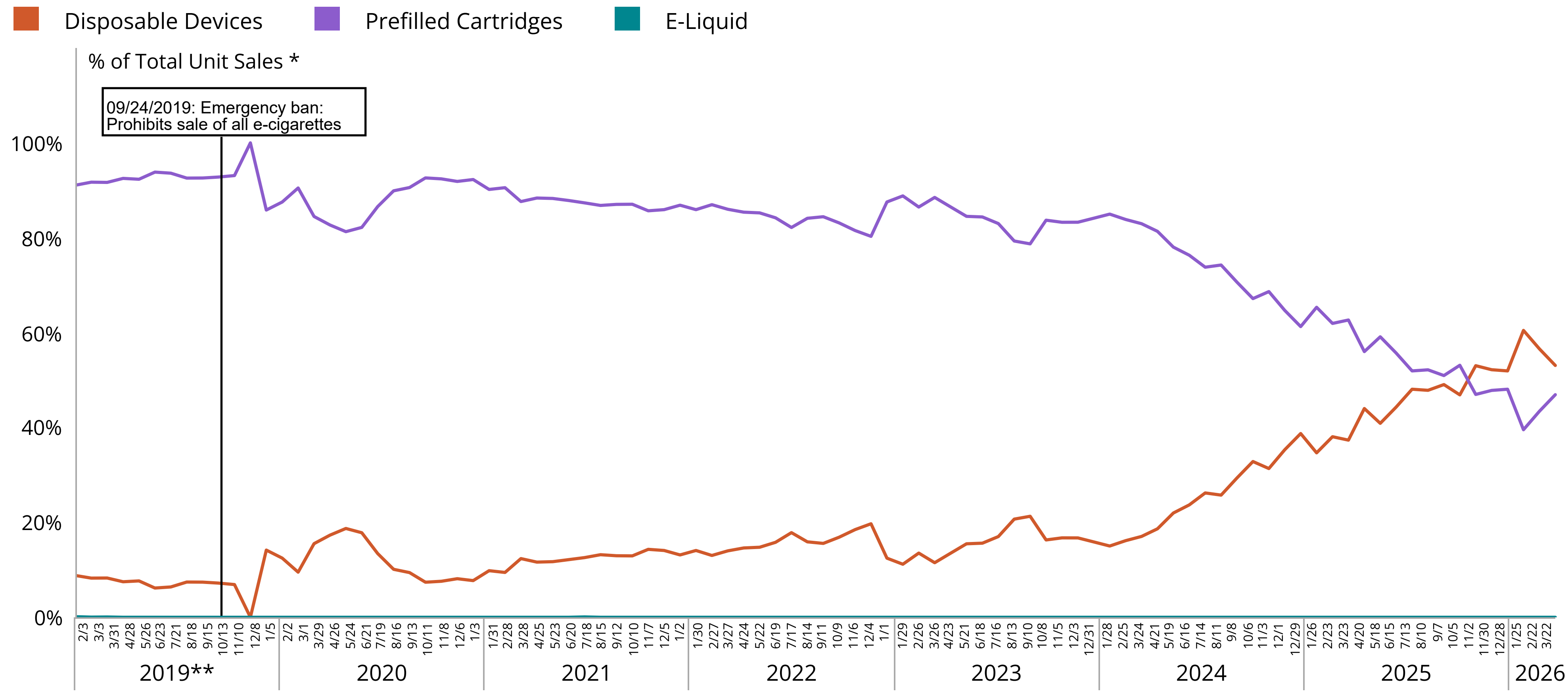
Figure 20. Massachusetts E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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 Product Type Following Massachusetts's Flavored E-Cigarette Restriction

From 9/15/2019 to 3/22/2026

- Unit share of disposable devices increased from 7.4% to 53.1%; unit sales increased from 40.6 thousand to 44.5 thousand (+9.4%).
- Unit share of prefilled cartridges decreased from 92.6% to 46.9%; unit sales decreased from 508.0 thousand to 39.3 thousand (-92.3%).

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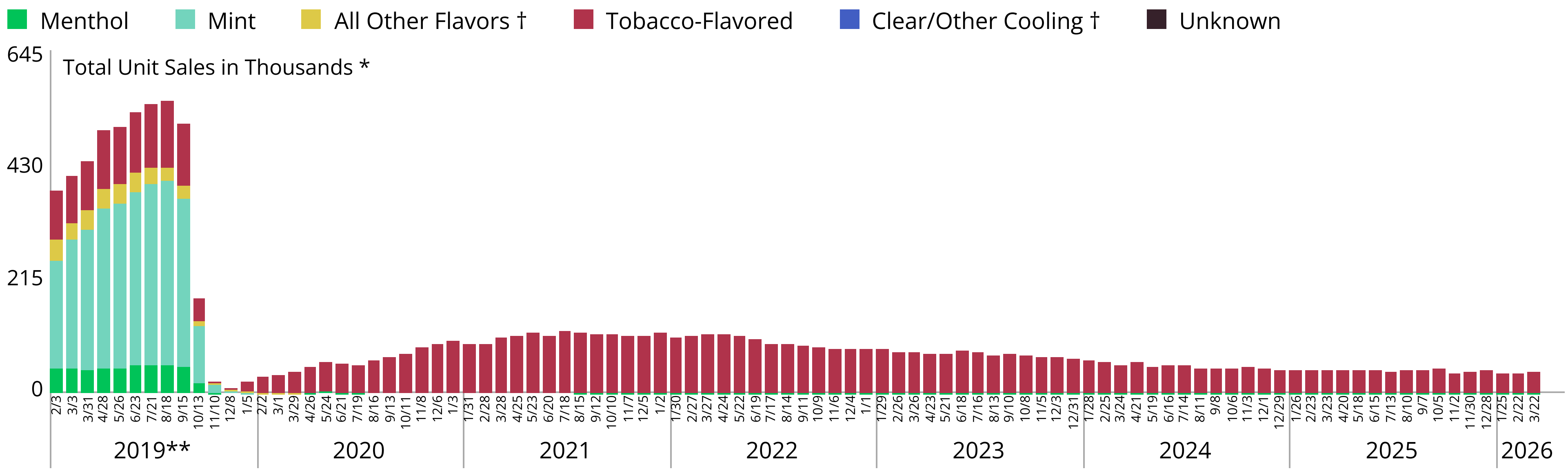
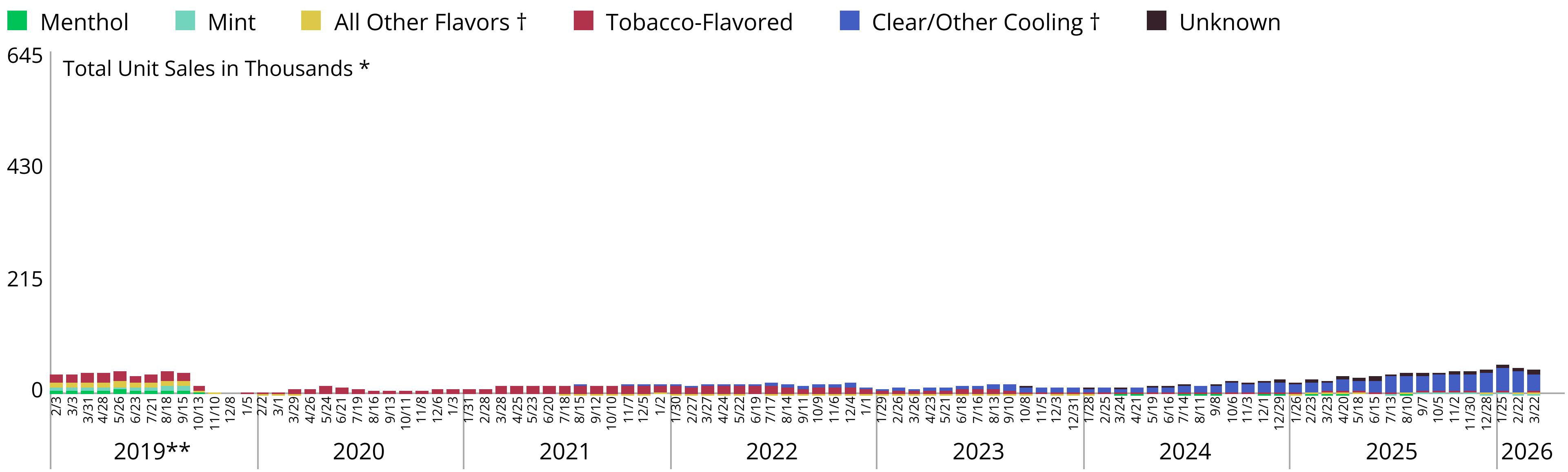
Figure 21. Massachusetts E-Cigarette Unit Sales by Product Type and Flavor

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 (1.4% of total dollar sales in 2025). 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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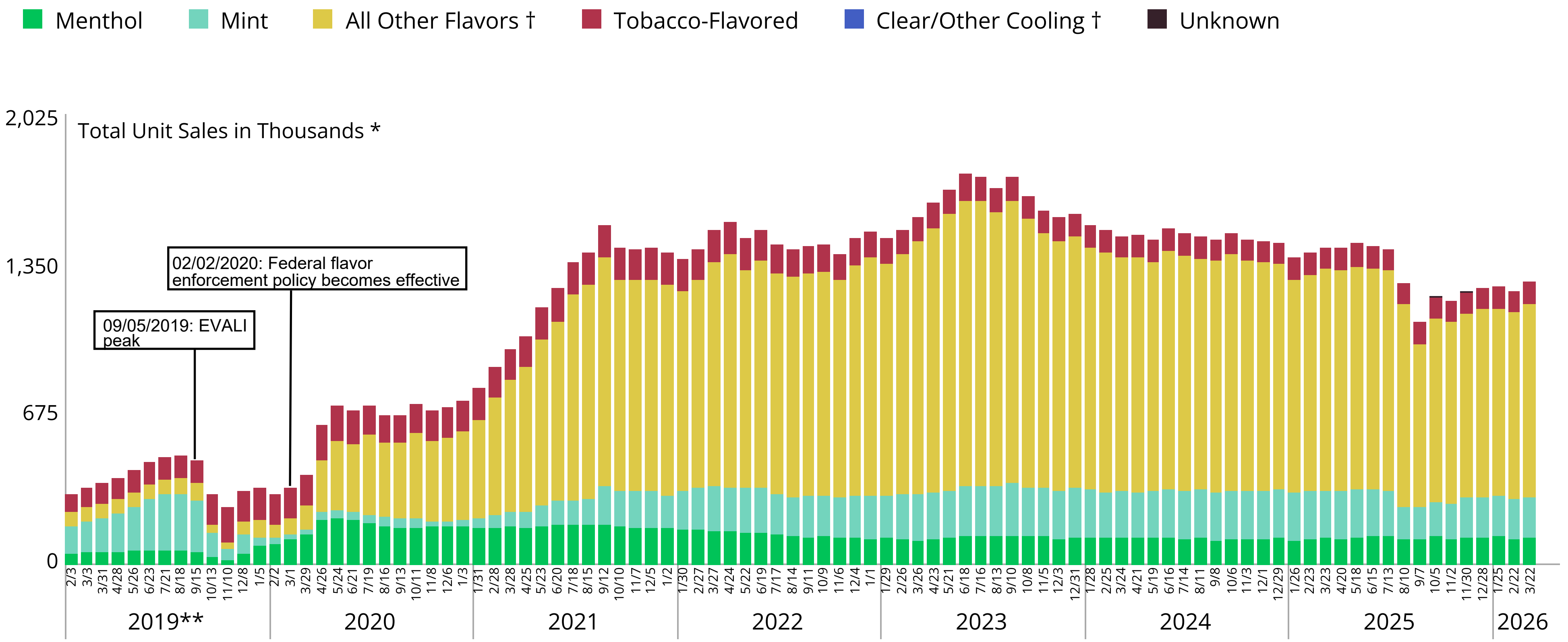
Figure 22. Michigan E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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 3/22/2026, unless otherwise specified

- Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 319.4 thousand to 1.3 million (+298.2%).
- Tobacco-flavored e-cigarette sales decreased from 135.5 thousand to 96.8 thousand (-28.5%); unit share decreased from 42.4% to 7.6%.
- Non-tobacco-flavored e-cigarette sales increased from 183.8 thousand to 1.2 million (+538.9%); unit share increased from 57.5% to 92.3%.
- Menthol-flavored e-cigarette sales increased from 94.6 thousand to 120.5 thousand (+27.4%); unit share decreased from 29.6% to 9.5%.
- Mint-flavored e-cigarette sales increased from 31.1 thousand to 185.7 thousand (+496.9%); unit share increased from 9.7% to 14.6%.
- All other-flavored e-cigarette sales increased from 57.0 thousand to 868.1 thousand (+1.4K%); unit share increased from 17.9% to 68.2%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Michigan, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales were approximately zero.

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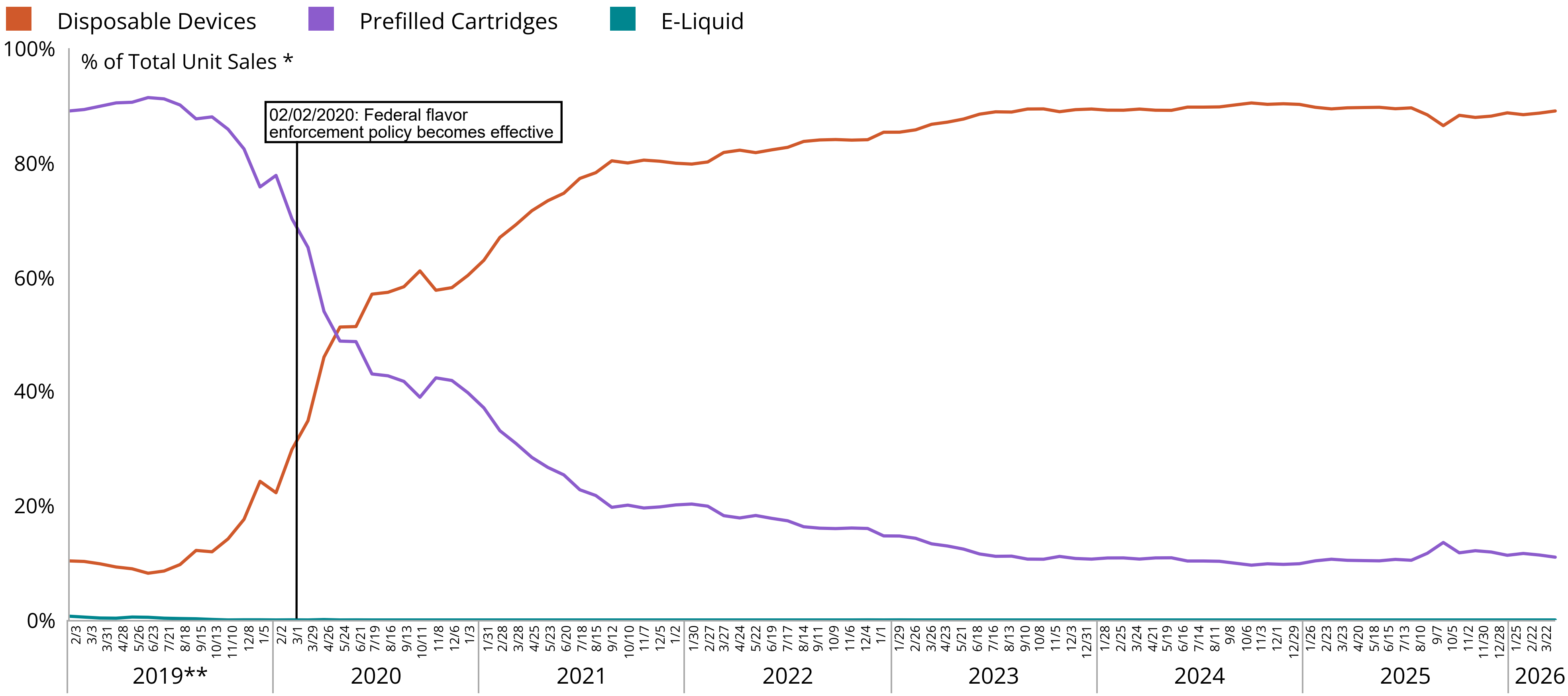
Figure 23. Michigan E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

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

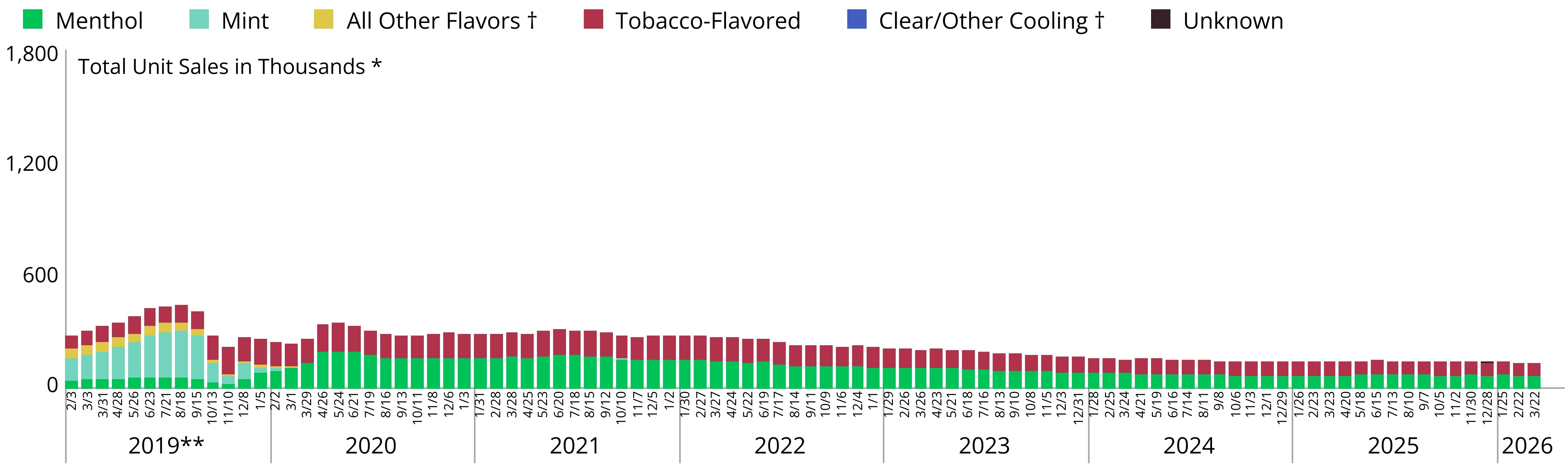
From 2/2/2020 to 3/22/2026

- Unit share of disposable devices increased from 22.3% to 89.0%; unit sales increased from 71.1 thousand to 1.1 million (+1.5K%).
- Unit share of prefilled cartridges decreased from 77.8% to 11.0%; unit sales decreased from 248.4 thousand to 139.7 thousand (-43.8%).

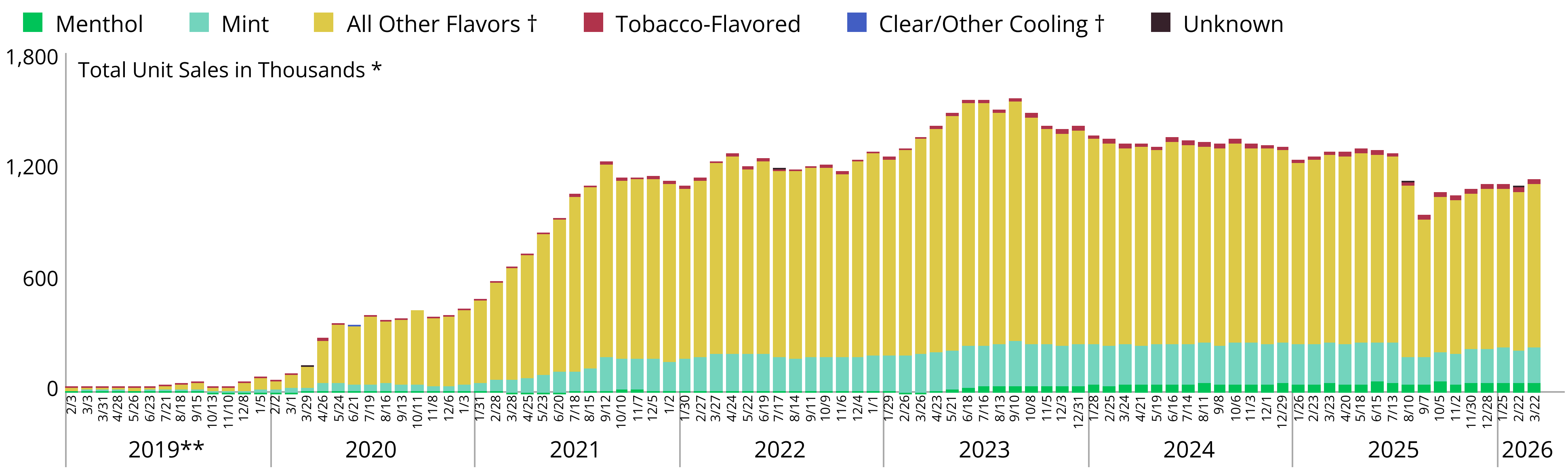
Retail sales data are based on custom research by the CDC Foundation using Circana retail POS (Multi-Outlet+ and Convenience). Financial support was provided by Bloomberg Philanthropies through a grant to the CDC Foundation. The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the CDC Foundation. According to Circana, 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. To account for the remaining share, Circana applies projection algorithms that ensure the released data is representative of both total U.S. and state-level sales.

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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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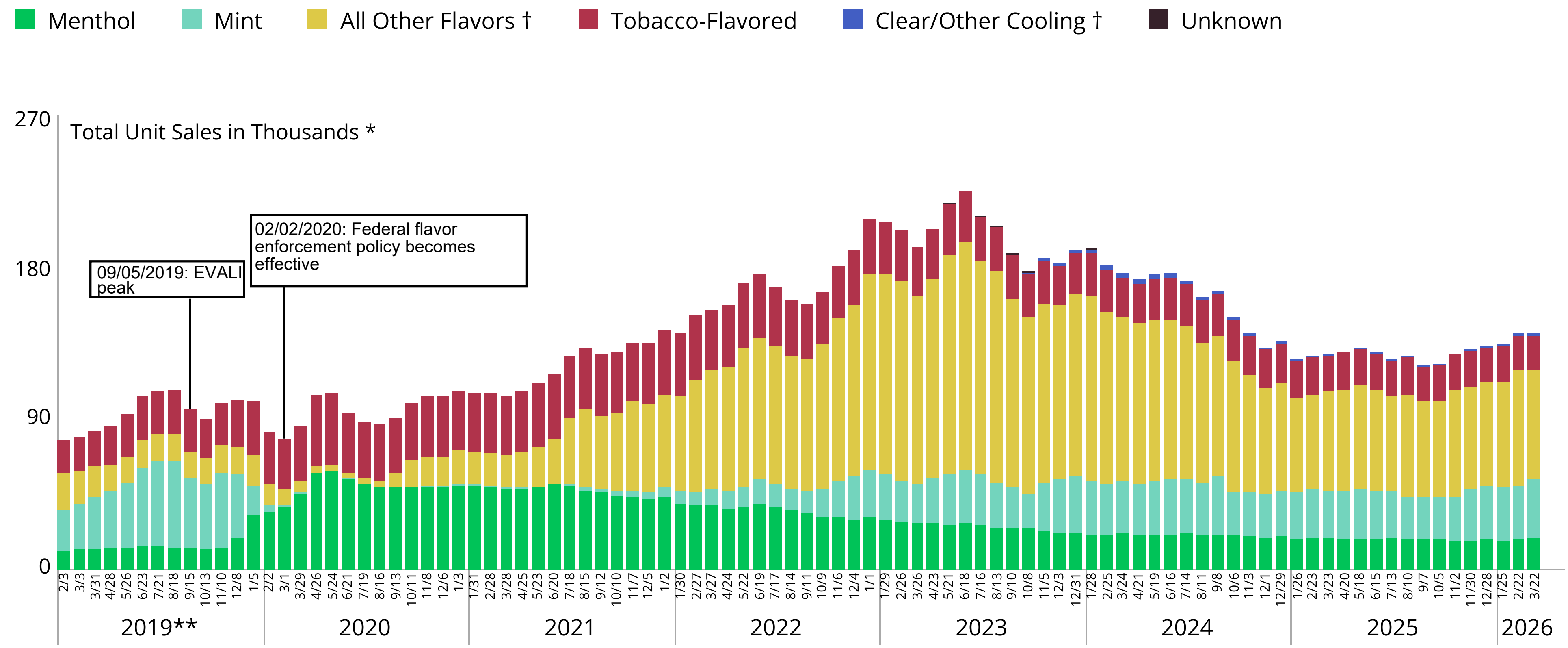
Figure 25. Minnesota E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

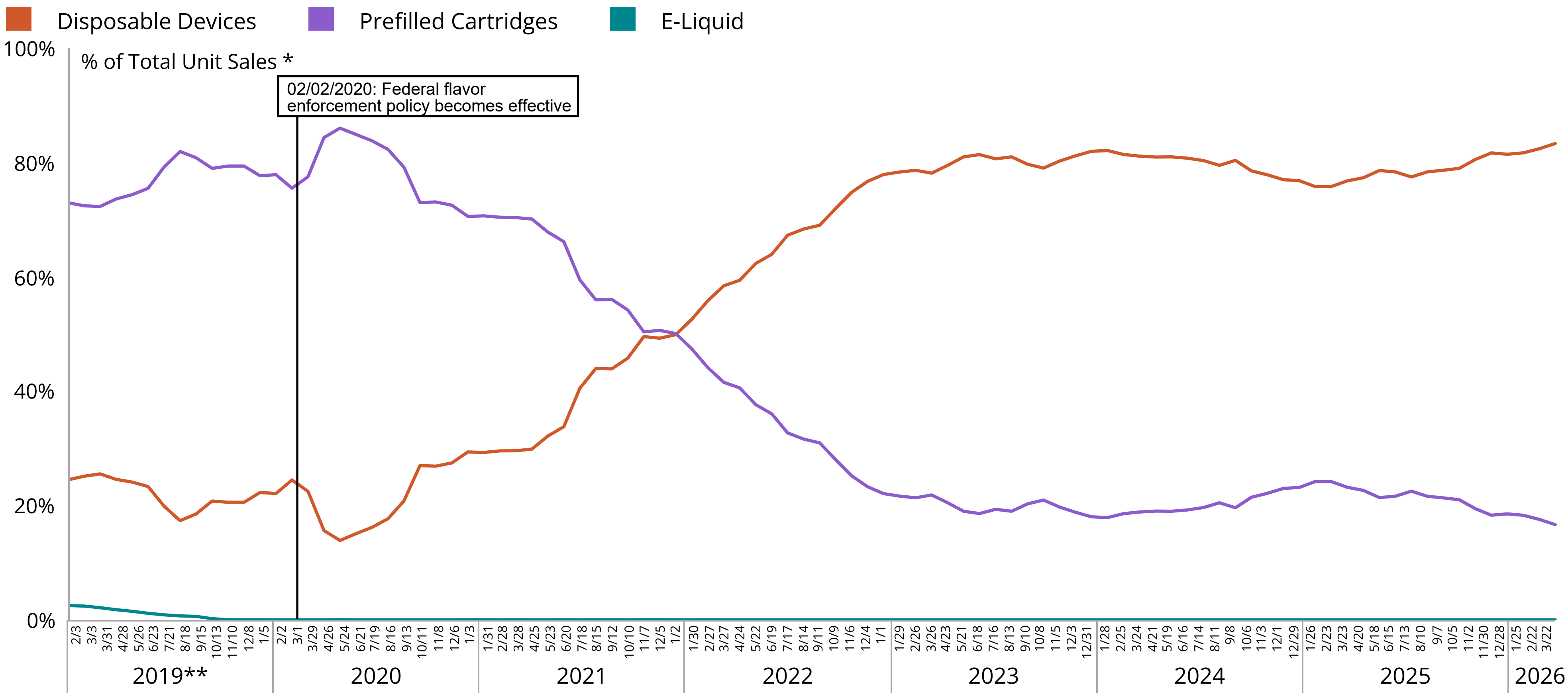
Trends of Unit Sales by Flavor Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 3/22/2026, unless otherwise specified

- Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 82.1 thousand to 140.4 thousand (+71.0%).
- Tobacco-flavored e-cigarette sales decreased from 31.0 thousand to 20.4 thousand (-34.4%); unit share decreased from 37.7% to 14.5%.
- Non-tobacco-flavored e-cigarette sales increased from 51.1 thousand to 120.1 thousand (+134.9%); unit share increased from 62.3% to 85.5%.
- Menthol-flavored e-cigarette sales decreased from 34.3 thousand to 19.1 thousand (-44.1%); unit share decreased from 41.7% to 13.6%.
- Mint-flavored e-cigarette sales increased from 4.0 thousand to 34.6 thousand (+757.8%); unit share increased from 4.9% to 24.7%.
- All other-flavored e-cigarette sales increased from 12.8 thousand to 65.1 thousand (+407.4%); unit share increased from 15.6% to 46.3%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Minnesota, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales increased from 0.0 to 1.2 thousand; unit share increased from 0.0% to 0.9%.

Retail sales data are based on custom research by the CDC Foundation using Circana retail POS (Multi-Outlet+ and Convenience). Financial support was provided by Bloomberg Philanthropies through a grant to the CDC Foundation. The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the CDC Foundation. According to Circana, 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. To account for the remaining share, Circana applies projection algorithms that ensure the released data is representative of both total U.S. and state-level sales.

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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

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

From 2/2/2020 to 3/22/2026

- Unit share of disposable devices increased from 22.1% to 83.3%; unit sales increased from 18.2 thousand to 117.0 thousand (+544.1%).
- Unit share of prefilled cartridges decreased from 77.9% to 16.7%; unit sales decreased from 64.0 thousand to 23.4 thousand (-63.4%).

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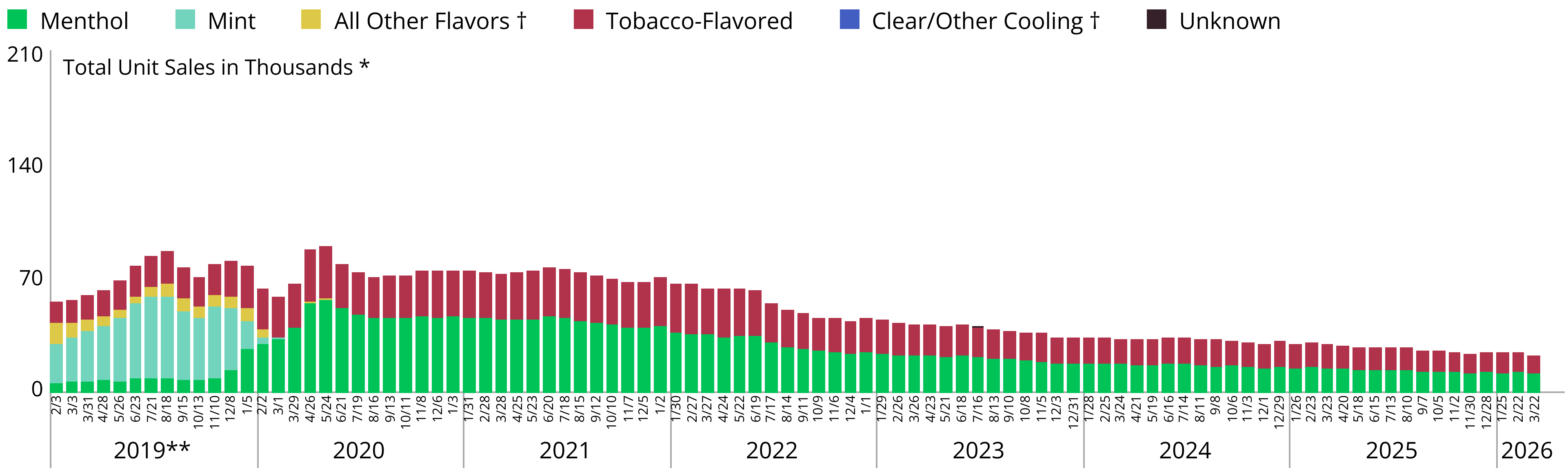
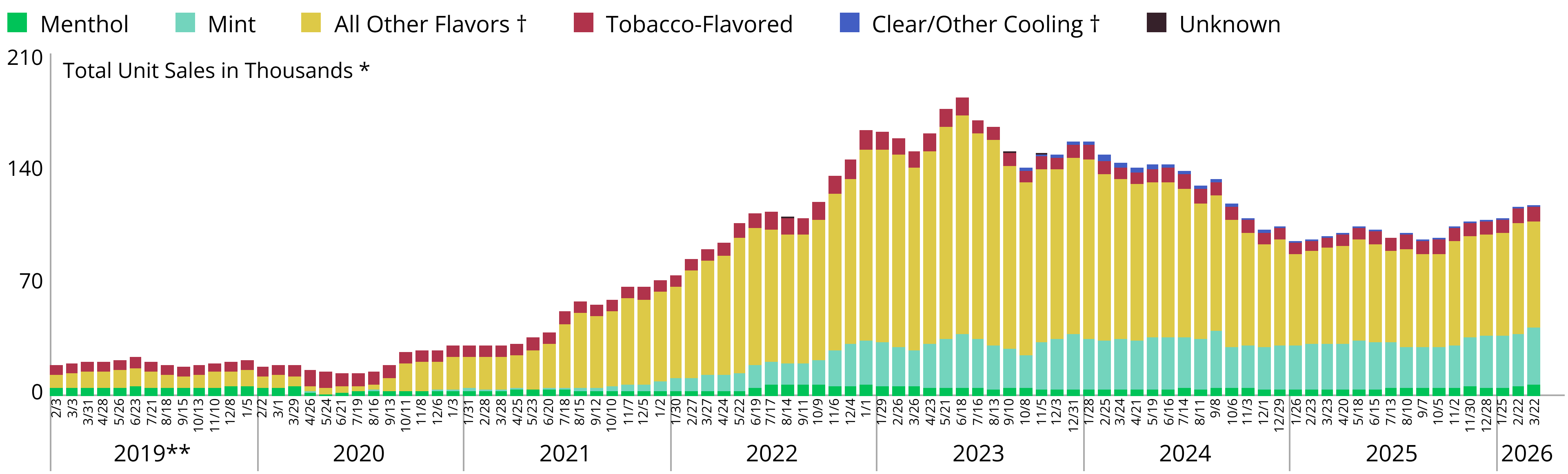
Figure 27. Minnesota E-Cigarette Unit Sales by Product Type and Flavor

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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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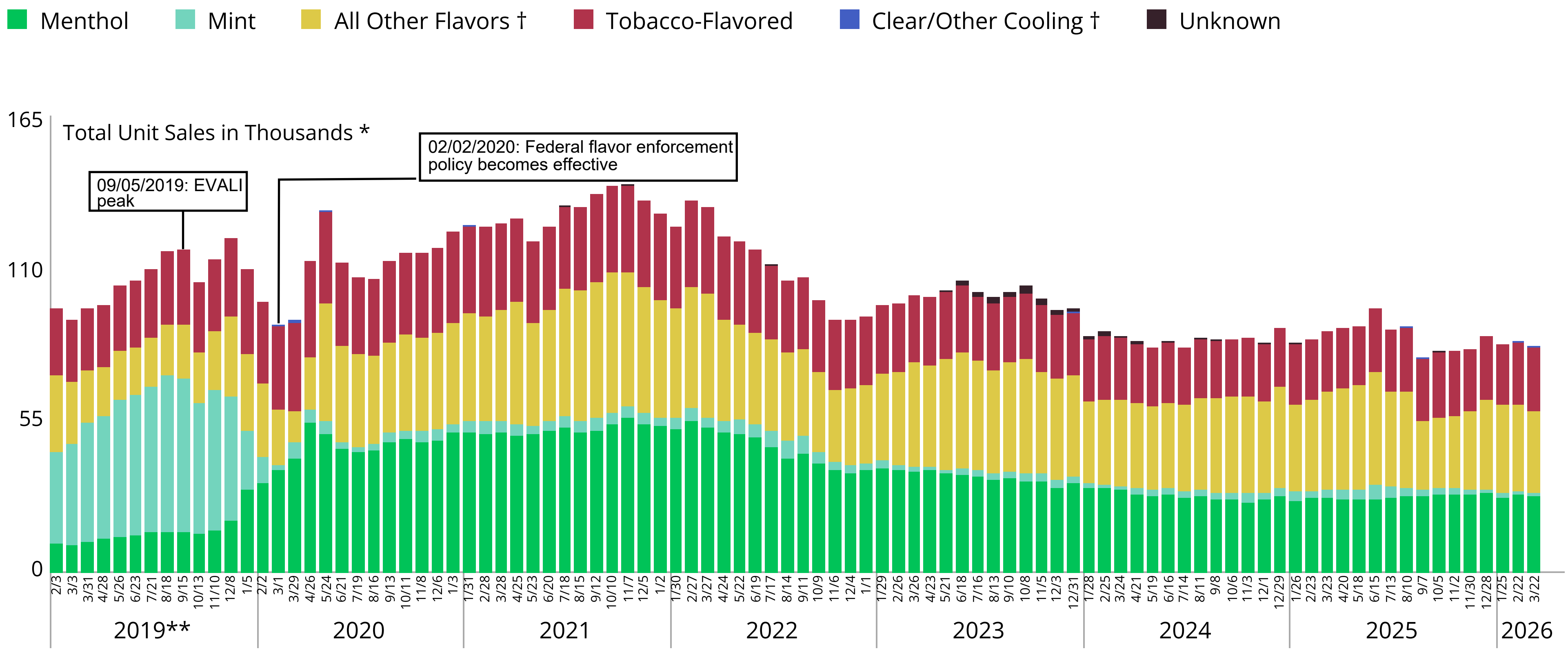
Figure 28. Nevada E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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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† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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

From 2/2/2020 to 3/22/2026, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales decreased from 97.8 thousand to 82.0 thousand (-16.2%).

Tobacco-flavored e-cigarette sales decreased from 29.6 thousand to 23.1 thousand (-21.8%); unit share decreased from 30.2% to 28.2%.

Non-tobacco-flavored e-cigarette sales decreased from 68.3 thousand to 58.9 thousand (-13.8%); unit share increased from 69.8% to 71.8%.

Menthol-flavored e-cigarette sales decreased from 32.5 thousand to 27.5 thousand (-15.2%); unit share increased from 33.2% to 33.6%.

Mint-flavored e-cigarette sales decreased from 9.6 thousand to 1.1 thousand (-88.4%); unit share decreased from 9.8% to 1.4%.

All other-flavored e-cigarette sales increased from 26.0 thousand to 29.8 thousand (+14.5%); unit share increased from 26.6% to 36.3%.

Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Nevada, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales increased from 80 to 443; unit share increased from 0.0% to 0.5%.

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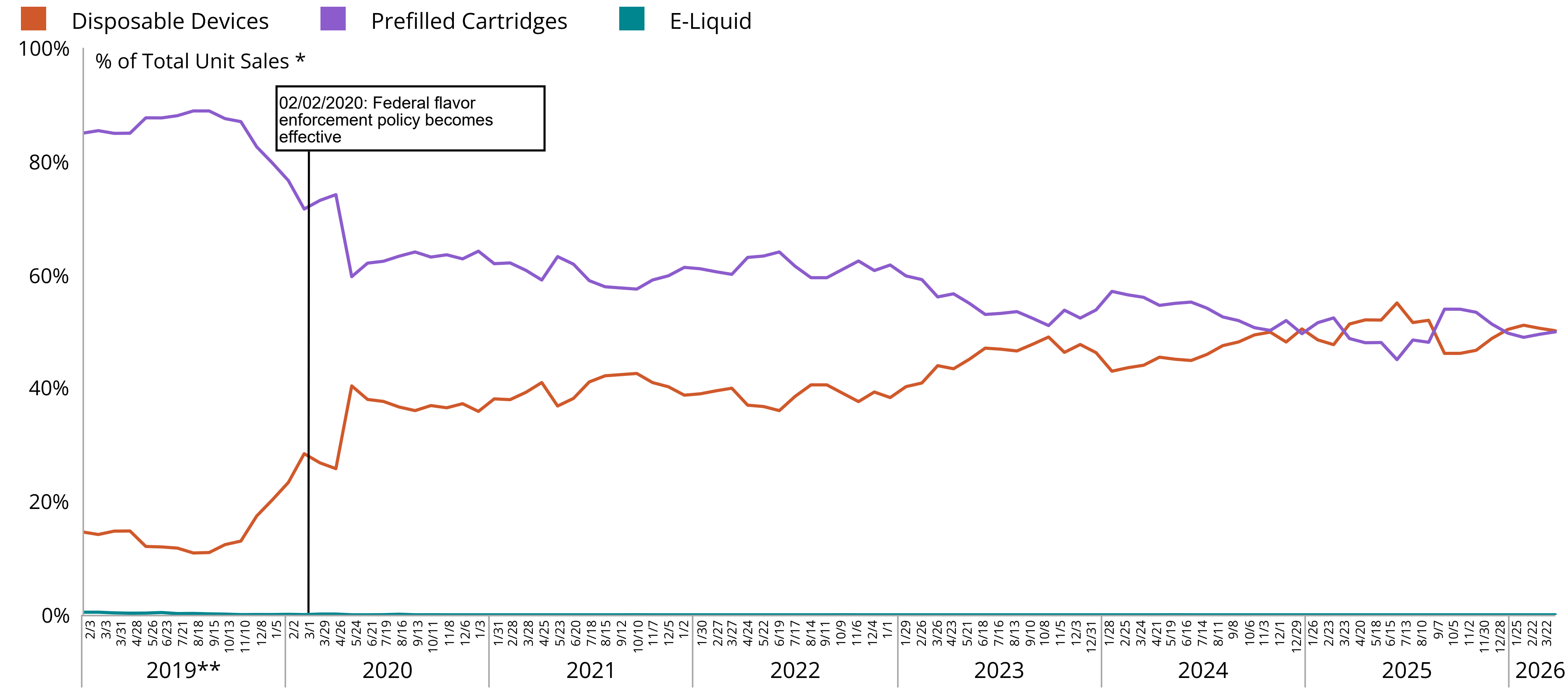
Figure 29. Nevada E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

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

From 2/2/2020 to 3/22/2026

- Unit share of disposable devices increased from 23.3% to 50.1%; unit sales increased from 22.8 thousand to 41.1 thousand (+79.9%).
- Unit share of prefilled cartridges decreased from 76.6% to 49.9%; unit sales decreased from 74.9 thousand to 40.9 thousand (-45.4%).

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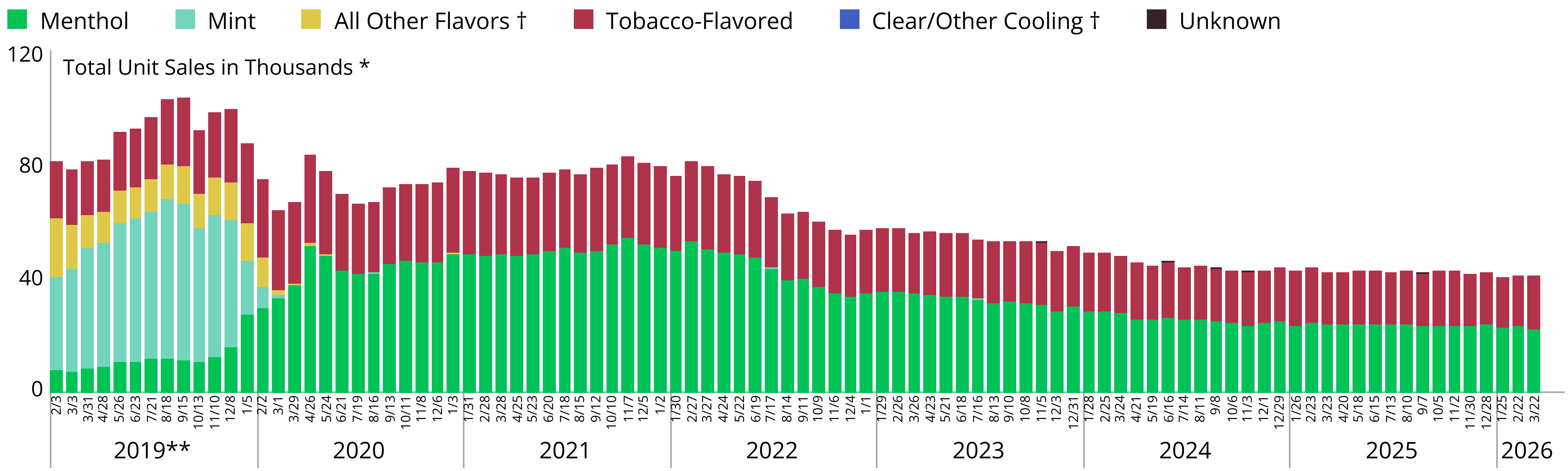
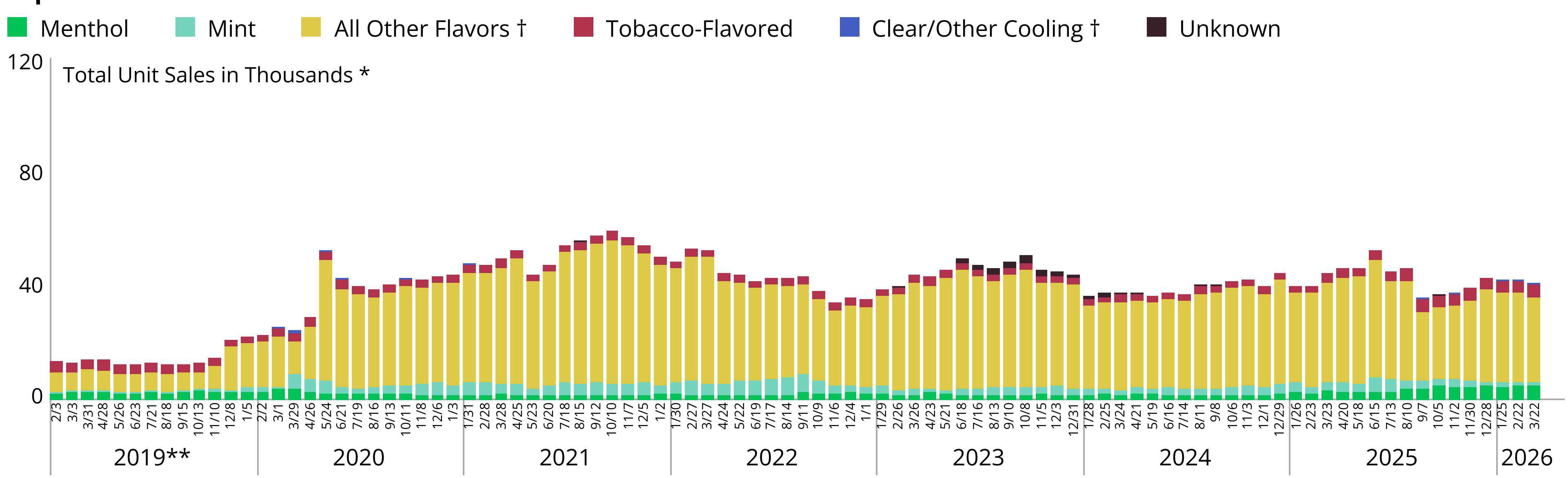
Figure 30. Nevada E-Cigarette Unit Sales by Product Type and Flavor

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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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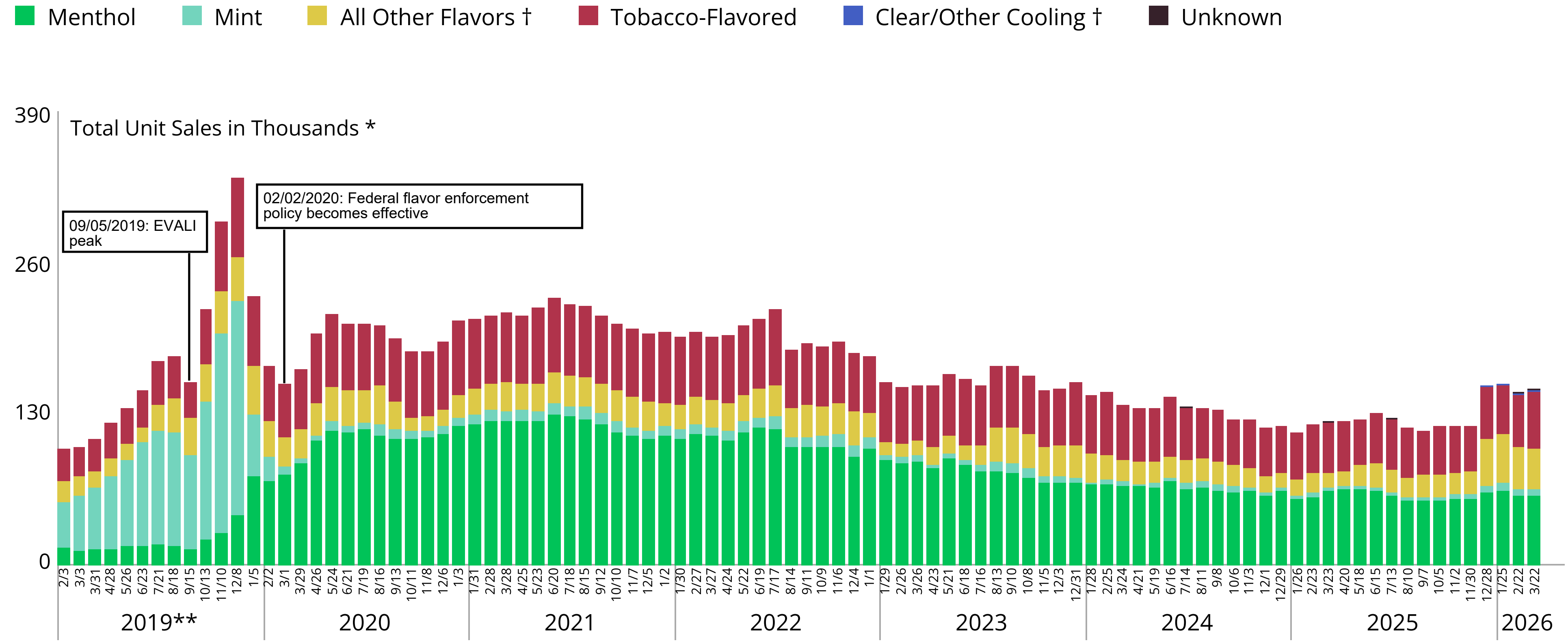
Figure 31. New Hampshire E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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 3/22/2026, unless otherwise specified

- Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales decreased from 171.5 thousand to 151.5 thousand (-11.6%).
- Tobacco-flavored e-cigarette sales increased from 48.2 thousand to 48.8 thousand (+1.2%); unit share increased from 28.1% to 32.2%.
- Non-tobacco-flavored e-cigarette sales decreased from 123.3 thousand to 102.1 thousand (-17.2%); unit share decreased from 71.9% to 67.4%.
- Menthol-flavored e-cigarette sales decreased from 72.3 thousand to 60.2 thousand (-16.7%); unit share decreased from 42.1% to 39.7%.
- Mint-flavored e-cigarette sales decreased from 21.0 thousand to 4.8 thousand (-77.2%); unit share decreased from 12.3% to 3.2%.
- All other-flavored e-cigarette sales increased from 30.0 thousand to 35.3 thousand (+17.6%); unit share increased from 17.5% to 23.3%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In New Hampshire, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales increased from 0.0 to 1.8 thousand; unit share increased from 0.0% to 1.2%.

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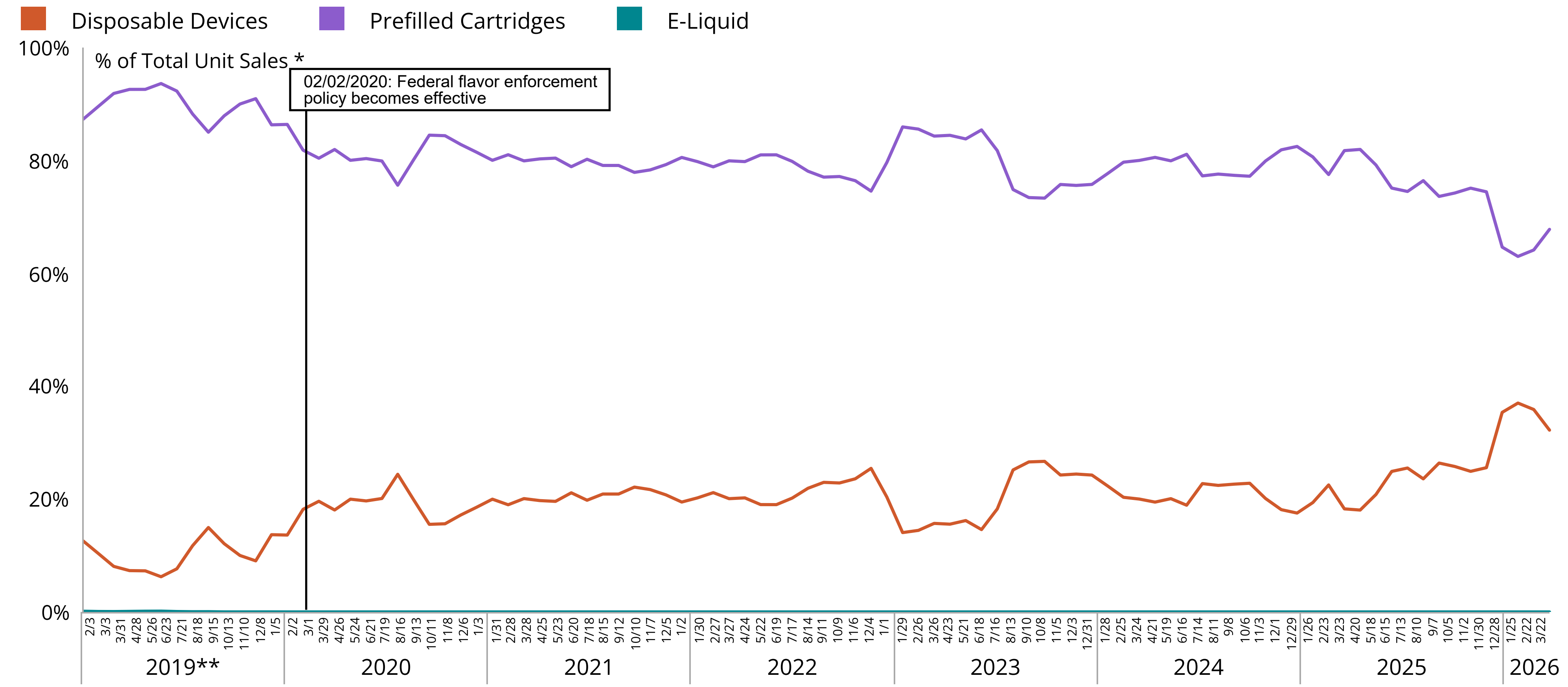
Figure 32. New Hampshire E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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 Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 3/22/2026

- Unit share of disposable devices increased from 13.6% to 32.2%; unit sales increased from 23.4 thousand to 48.8 thousand (+109.0%).
- Unit share of prefilled cartridges decreased from 86.4% to 67.8%; unit sales decreased from 148.1 thousand to 102.7 thousand (-30.7%).

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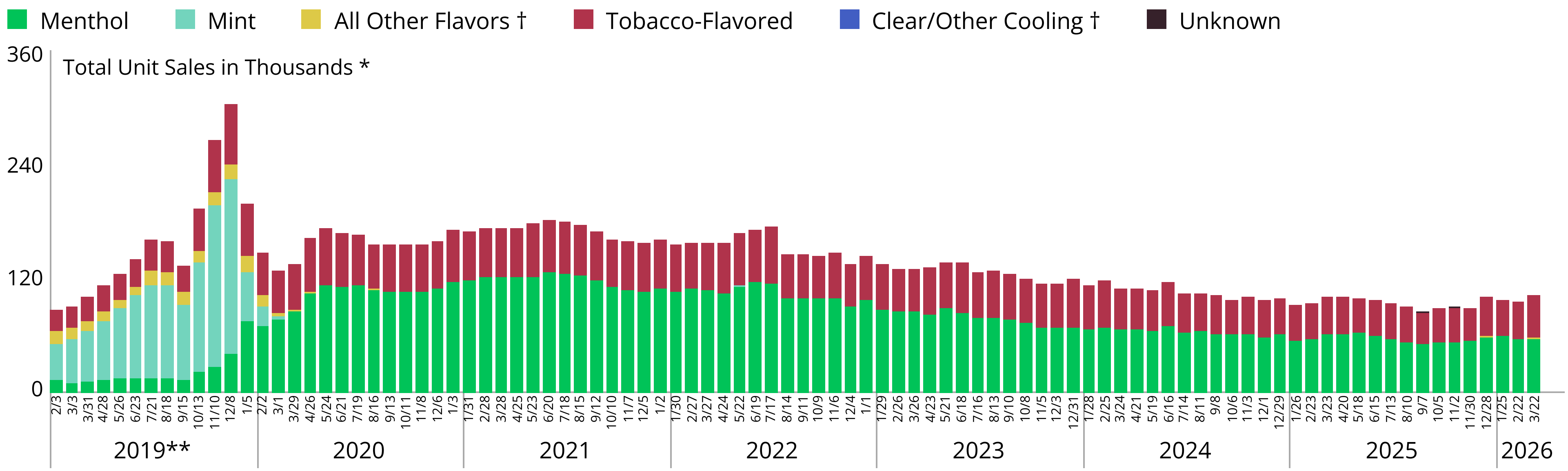
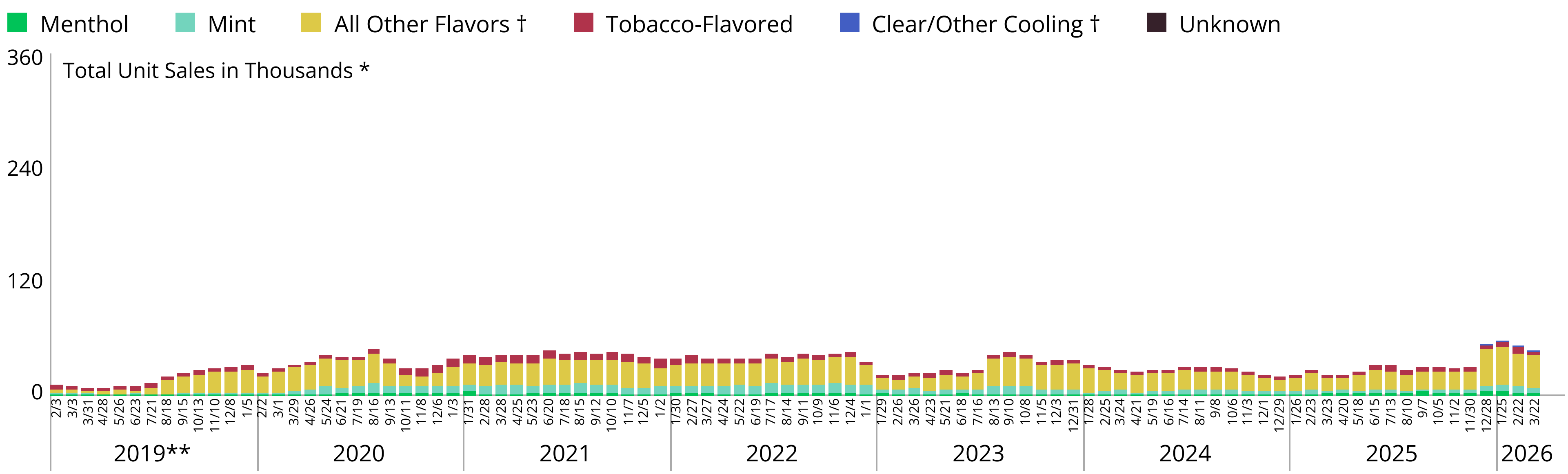
Figure 33. New Hampshire E-Cigarette Unit Sales by Product Type and Flavor

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 (1.4% of total dollar sales in 2025). 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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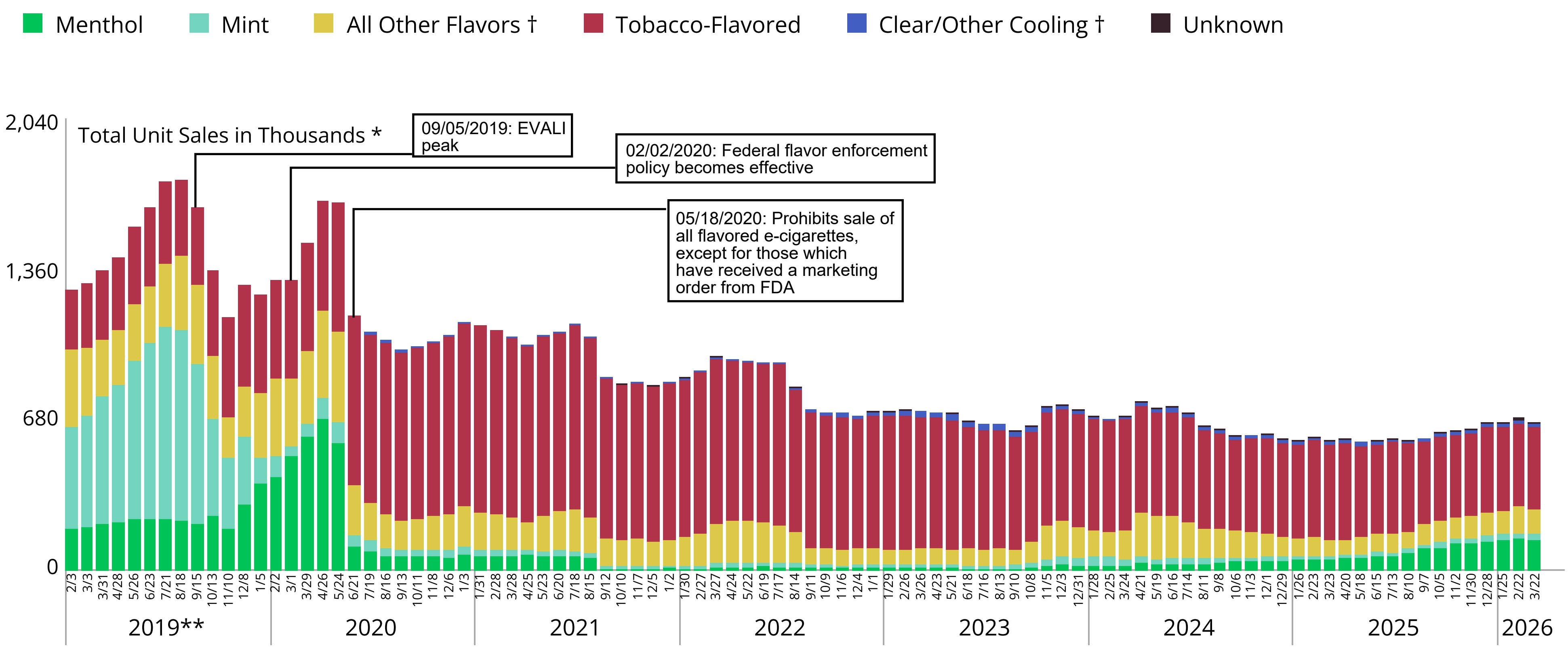
Figure 34. New York E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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 New York's Flavored E-Cigarette Restriction

From 5/24/2020 to 3/22/2026, unless otherwise specified

- Following New York's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 1.7 million to 671.8 thousand (-59.5%).
- Tobacco-flavored e-cigarette sales decreased from 580.5 thousand to 372.3 thousand (-35.9%); unit share increased from 35.0% to 55.4%.
- Non-tobacco-flavored e-cigarette sales decreased from 1.1 million to 290.4 thousand (-73.1%); unit share decreased from 65.0% to 43.2%.
- Menthol-flavored e-cigarette sales decreased from 575.4 thousand to 138.9 thousand (-75.9%); unit share decreased from 34.7% to 20.7%.
- Mint-flavored e-cigarette sales decreased from 91.7 thousand to 25.6 thousand (-72.1%); unit share decreased from 5.5% to 3.8%.
- All other-flavored e-cigarette sales decreased from 410.0 thousand to 111.5 thousand (-72.8%); unit share decreased from 24.7% to 16.6%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In New York, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales increased from 10.9 thousand to 14.4 thousand (+31.9%); unit share increased from 1.6% to 2.1%.

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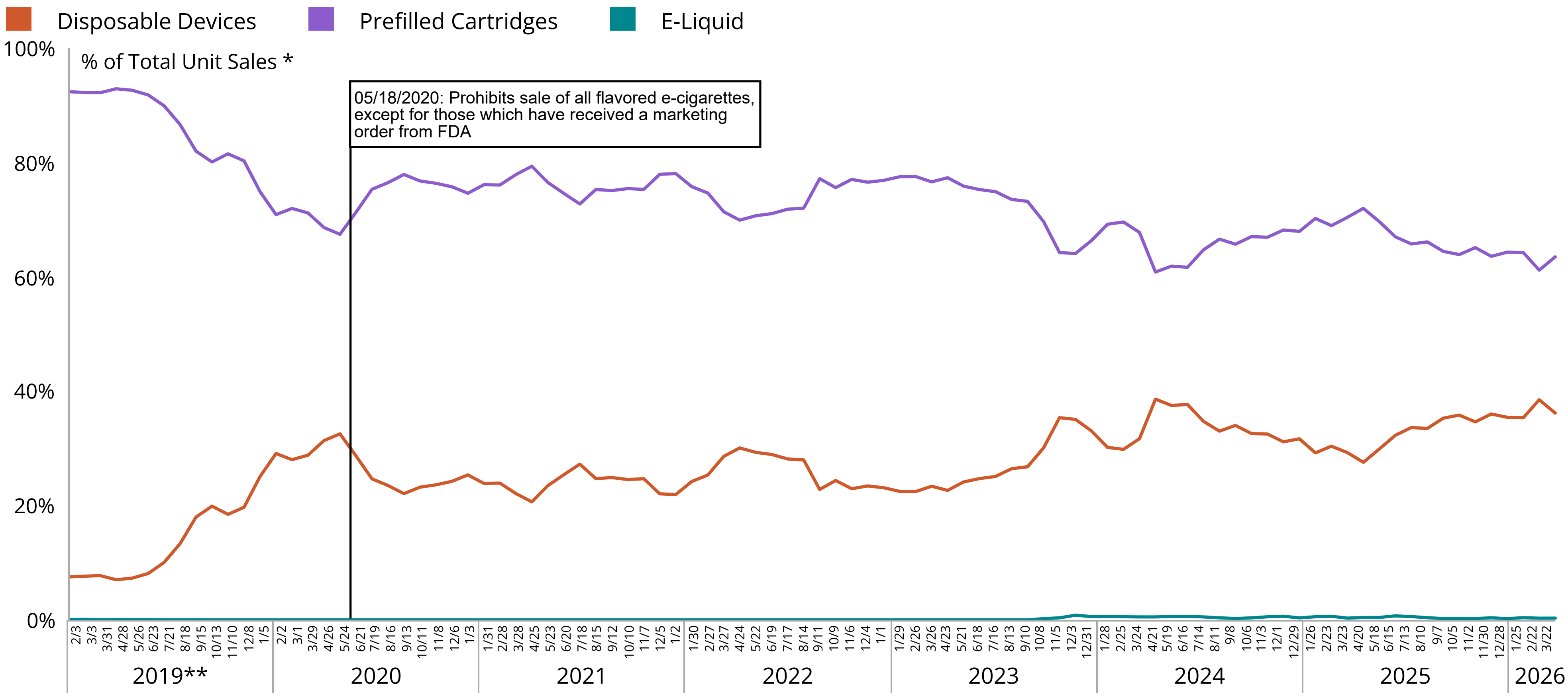
Figure 35. New York E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

Trends of Unit Sales by Product Type Following New York's Flavored E-Cigarette Restriction

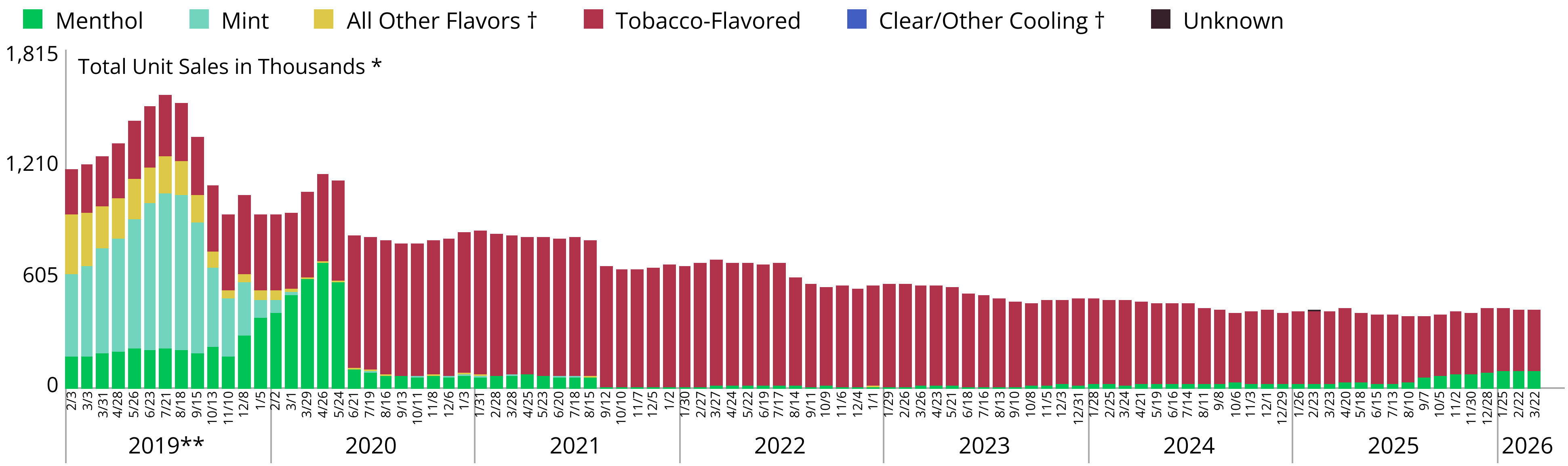
From 5/24/2020 to 3/22/2026

- Unit share of disposable devices increased from 32.5% to 36.2%; unit sales decreased from 539.9 thousand to 243.0 thousand (-55.0%).
- Unit share of prefilled cartridges decreased from 67.4% to 63.5%; unit sales decreased from 1.1 million to 426.7 thousand (-61.9%).

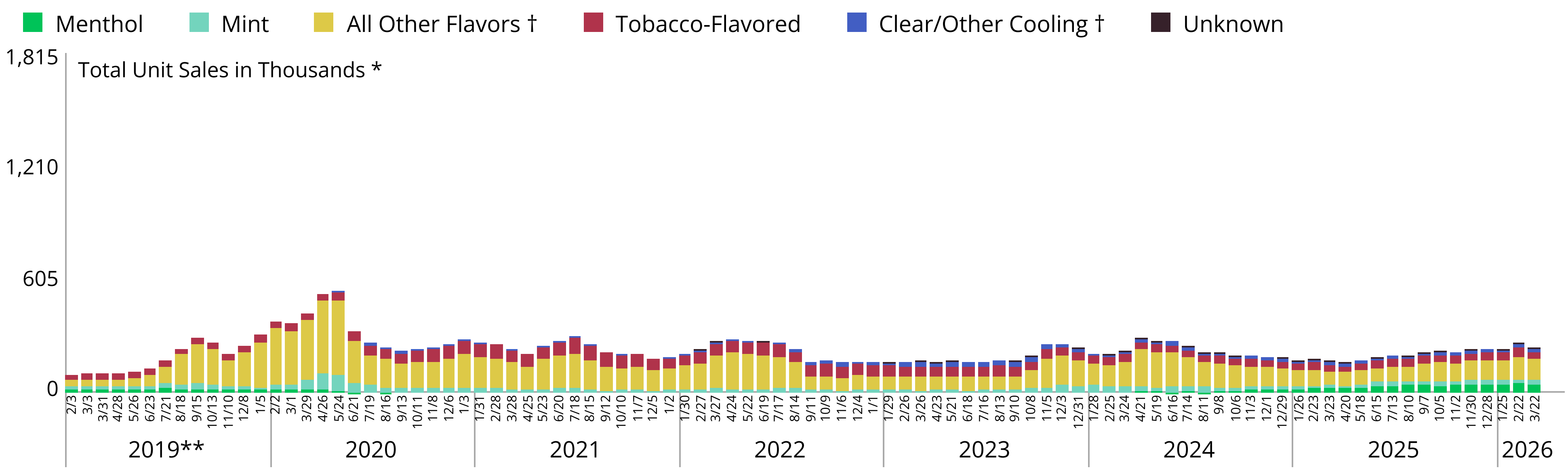
Retail sales data are based on custom research by the CDC Foundation using Circana retail POS (Multi-Outlet+ and Convenience). Financial support was provided by Bloomberg Philanthropies through a grant to the CDC Foundation. The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the CDC Foundation. According to Circana, 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. To account for the remaining share, Circana applies projection algorithms that ensure the released data is representative of both total U.S. and state-level sales.

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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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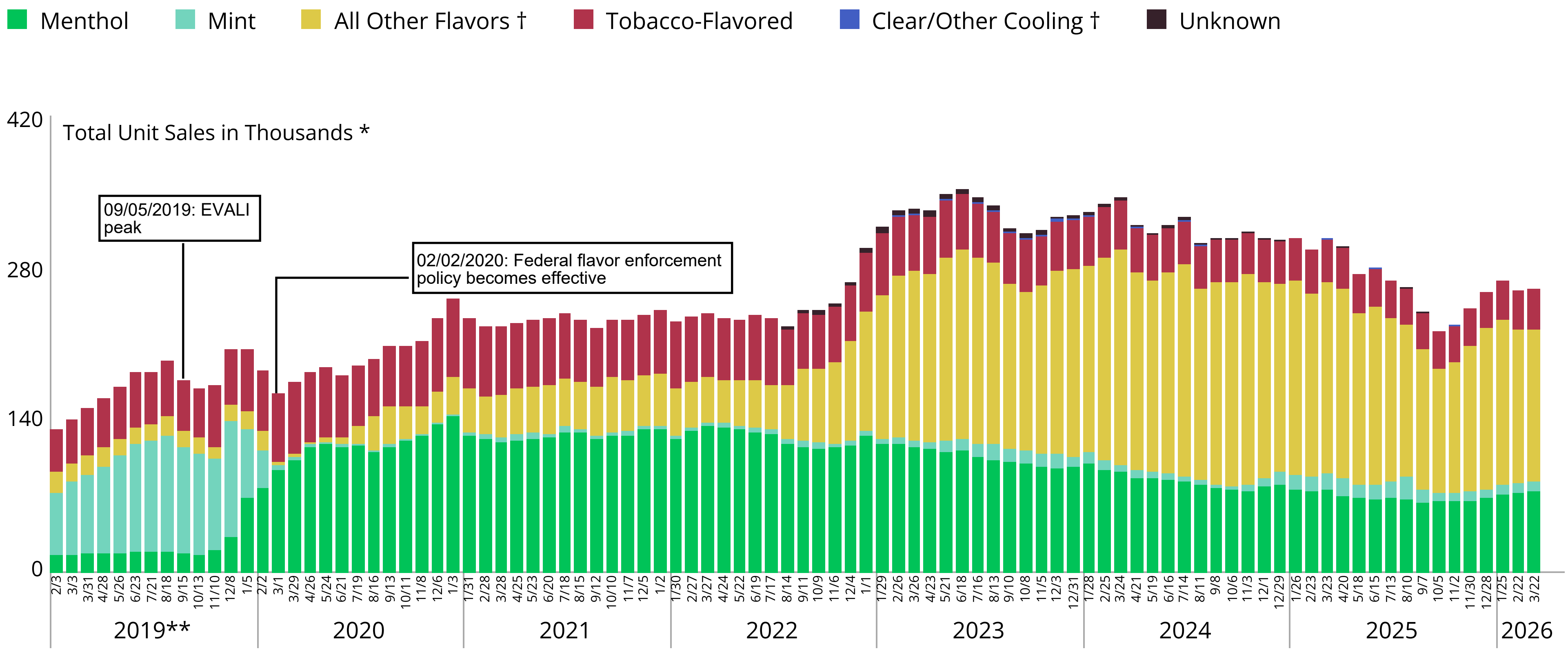
Figure 37. Oregon E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

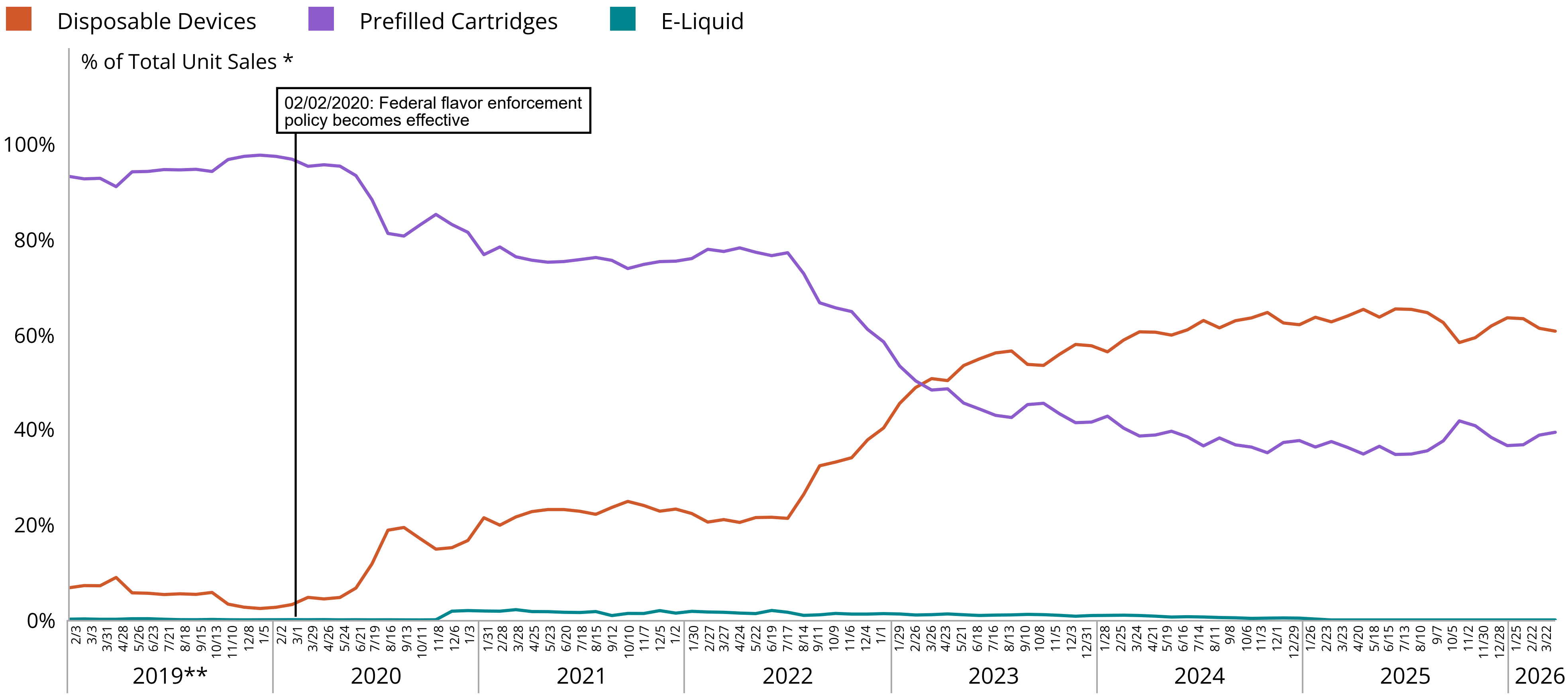
Trends of Unit Sales by Flavor Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 3/22/2026, unless otherwise specified

- Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 186.5 thousand to 260.4 thousand (+39.6%).
- Tobacco-flavored e-cigarette sales decreased from 56.5 thousand to 36.5 thousand (-35.4%); unit share decreased from 30.3% to 14.0%.
- Non-tobacco-flavored e-cigarette sales increased from 130.0 thousand to 223.9 thousand (+72.2%); unit share increased from 69.7% to 86.0%.
- Menthol-flavored e-cigarette sales decreased from 77.4 thousand to 75.1 thousand (-3.0%); unit share decreased from 41.5% to 28.9%.
- Mint-flavored e-cigarette sales decreased from 34.3 thousand to 8.3 thousand (-75.9%); unit share decreased from 18.4% to 3.2%.
- All other-flavored e-cigarette sales increased from 18.3 thousand to 140.5 thousand (+669.4%); unit share increased from 9.8% to 53.9%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Oregon, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales decreased from 797 to 1; unit share decreased from 0.3% to 0.0%.

Retail sales data are based on custom research by the CDC Foundation using Circana retail POS (Multi-Outlet+ and Convenience). Financial support was provided by Bloomberg Philanthropies through a grant to the CDC Foundation. The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the CDC Foundation. According to Circana, 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. To account for the remaining share, Circana applies projection algorithms that ensure the released data is representative of both total U.S. and state-level sales.

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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

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

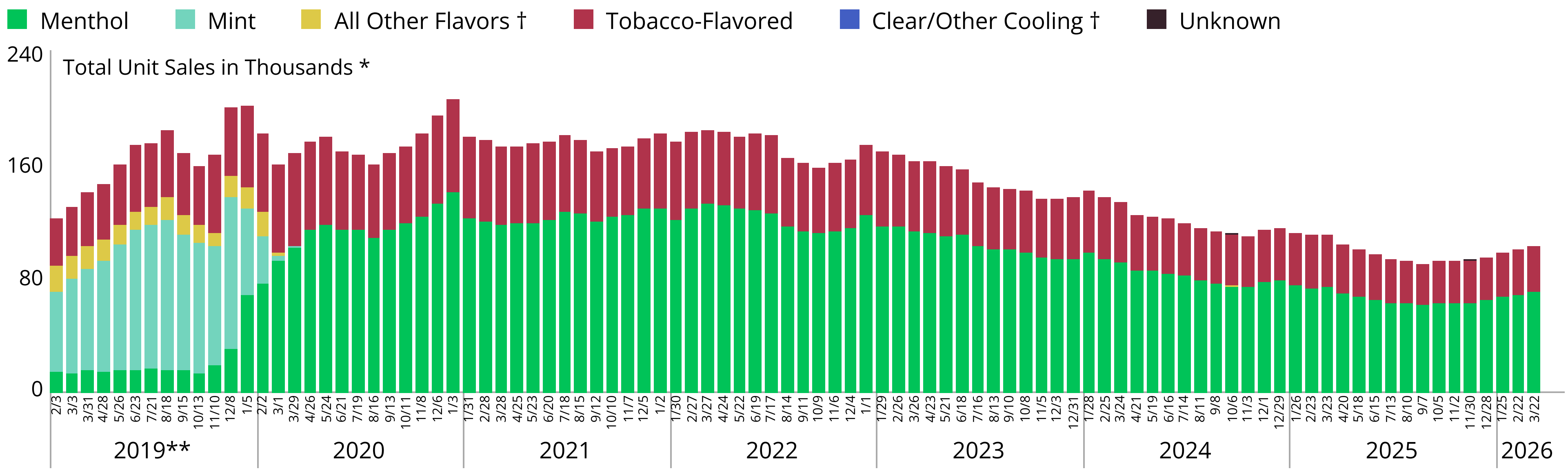
From 2/2/2020 to 3/22/2026

Unit share of disposable devices increased from 2.7% to 60.6%; unit sales increased from 5.0 thousand to 157.8 thousand (+3.1K%).

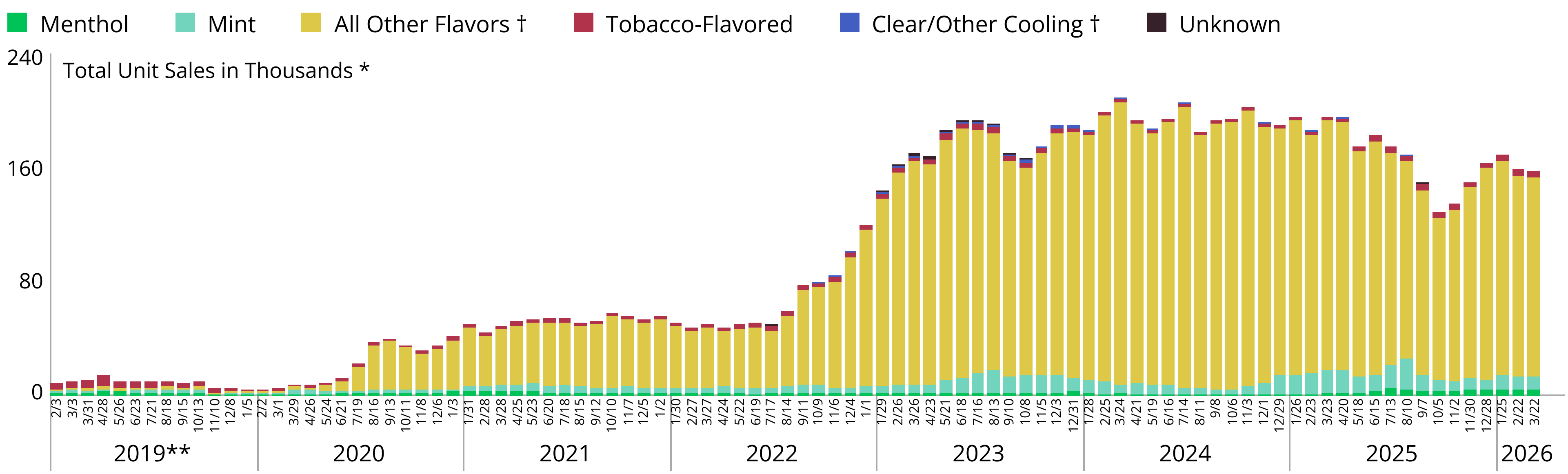
Unit share of prefilled cartridges decreased from 97.3% to 39.4%; unit sales decreased from 181.5 thousand to 102.6 thousand (-43.5%).

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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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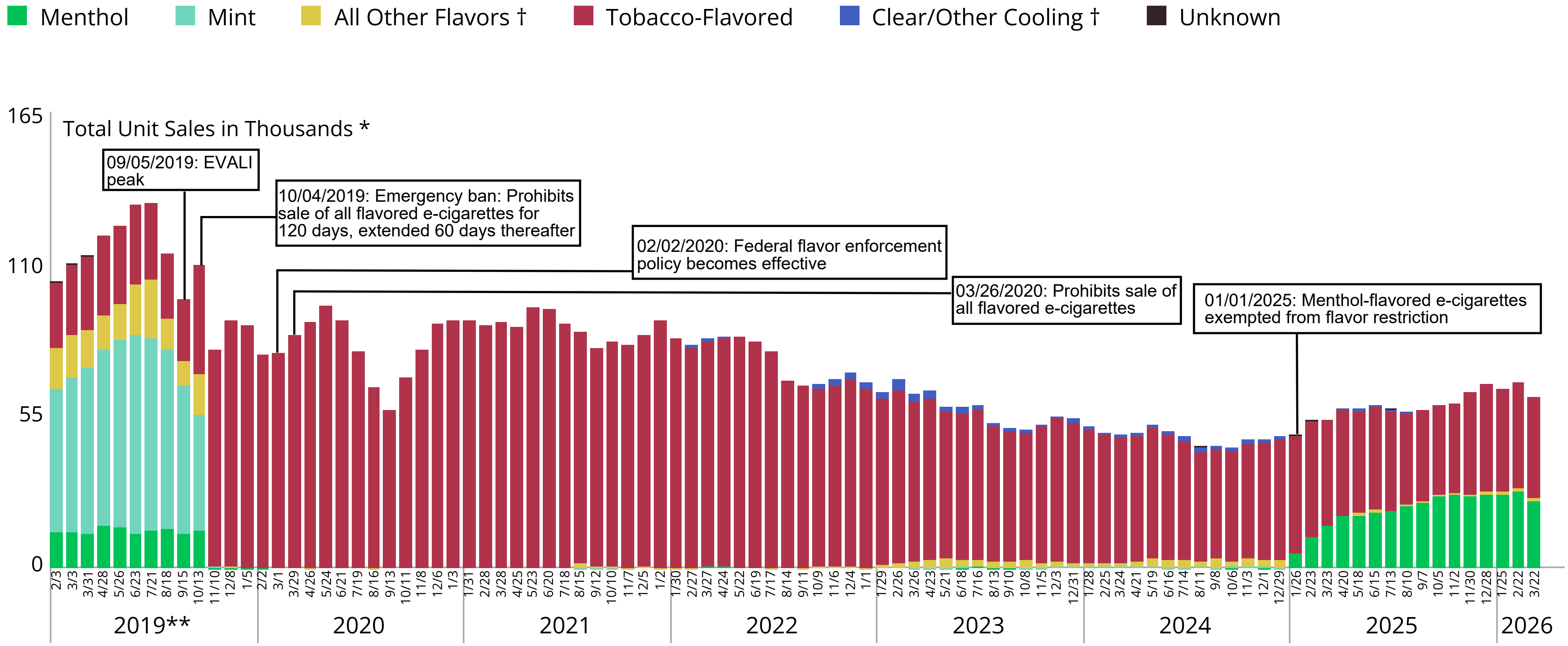
Figure 40. Rhode Island E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

Trends of Unit Sales by Flavor Following Rhode Island's Flavored E-Cigarette Restriction

From 9/15/2019 to 3/22/2026, unless otherwise specified

Following Rhode Island's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 97.3 thousand to 62.0 thousand (-36.3%).

Tobacco-flavored e-cigarette sales increased from 22.6 thousand to 36.7 thousand (+62.0%); unit share increased from 23.3% to 59.2%.

Non-tobacco-flavored e-cigarette sales decreased from 74.6 thousand to 25.3 thousand (-66.1%); unit share decreased from 76.7% to 40.8%.

Following Rhode Island's flavored e-cigarette restrictions, menthol-flavored e-cigarette sales decreased from 12.1 thousand to 32 (-99.7%) by December 2024. Following Rhode Island's menthol flavor exemption beginning January 2025, menthol-flavored e-cigarette sales increased to 24.4 thousand as of March 2026; unit share increased to 39.3%.

Mint-flavored e-cigarette sales decreased from 53.8 thousand to 51 (-99.9%); unit share decreased from 55.3% to 0.0%.

All other-flavored e-cigarette sales decreased from 8.7 thousand to 892 (-89.8%); unit share decreased from 9.0% to 1.4%.

Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Rhode Island, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales decreased from 2.6 thousand to 0.0; unit share decreased from 3.6% to 0.0%.

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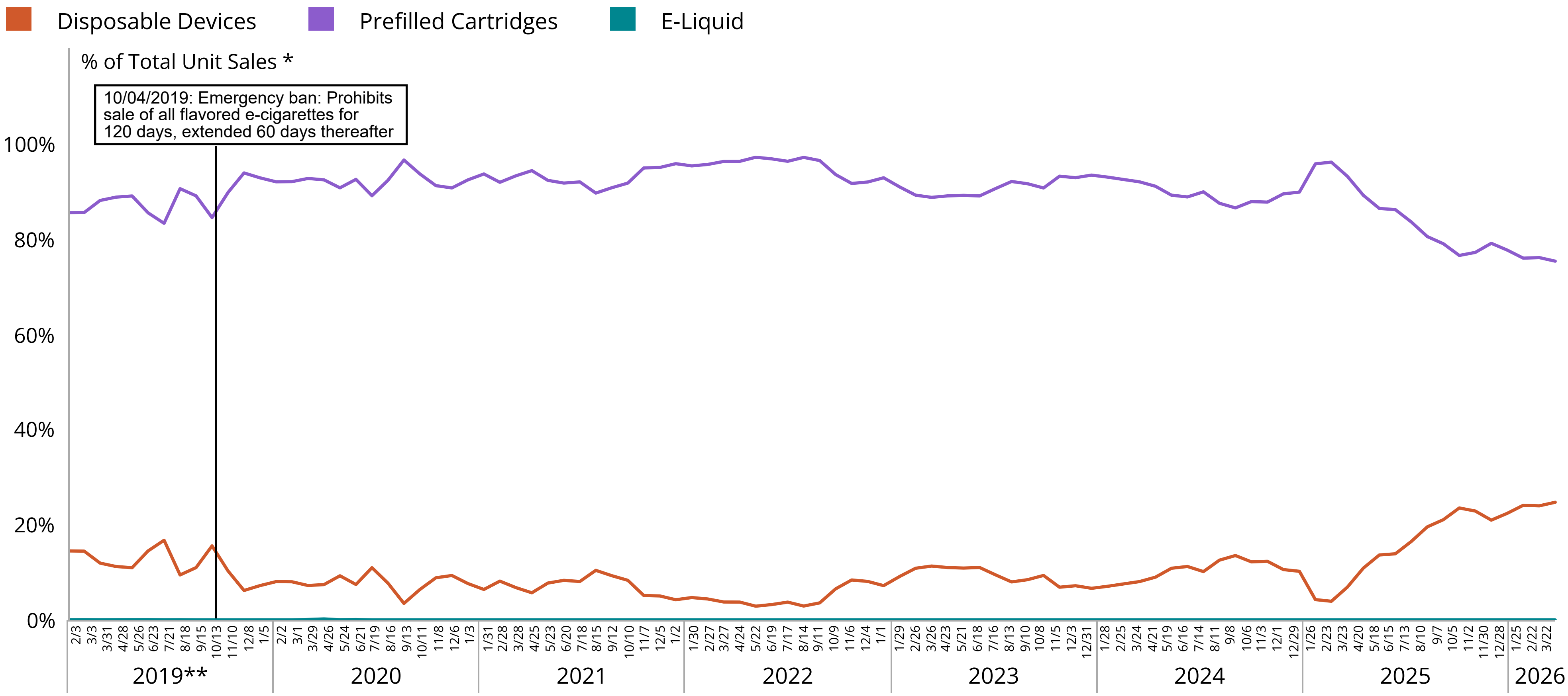
Figure 41. Rhode Island E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

Trends of Unit Sales by Product Type Following Rhode Island's Flavored E-Cigarette Restriction

From 9/15/2019 to 3/22/2026

- Unit share of disposable devices increased from 11.0% to 24.7%; unit sales increased from 10.7 thousand to 15.3 thousand (+43.2%).
- Unit share of prefilled cartridges decreased from 89.0% to 75.3%; unit sales decreased from 86.6 thousand to 46.6 thousand (-46.1%).

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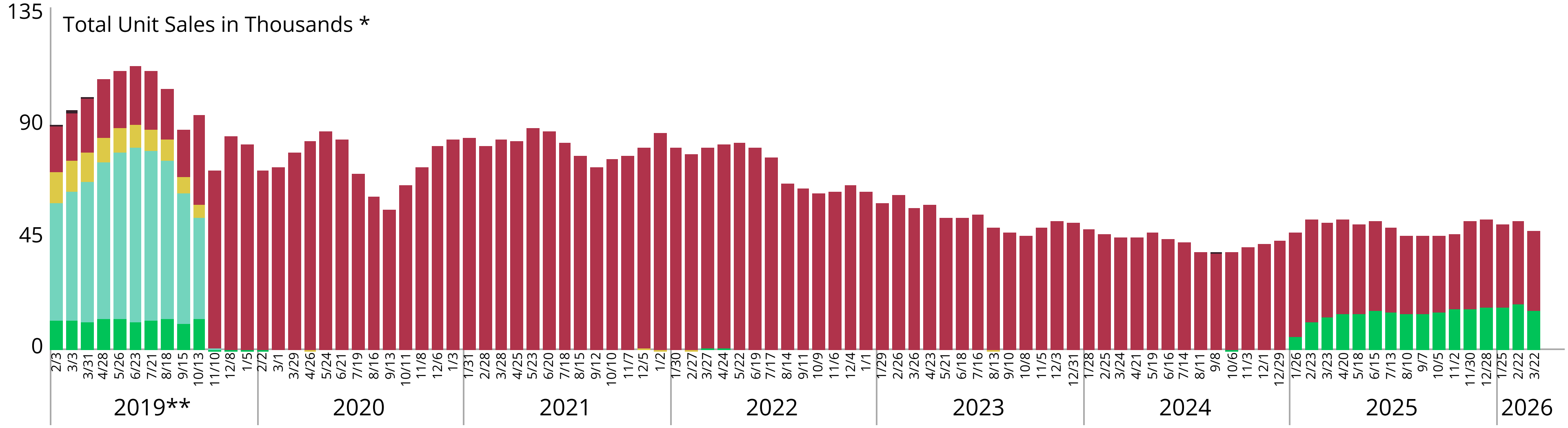
Figure 42. Rhode Island E-Cigarette Unit Sales by Product Type and Flavor

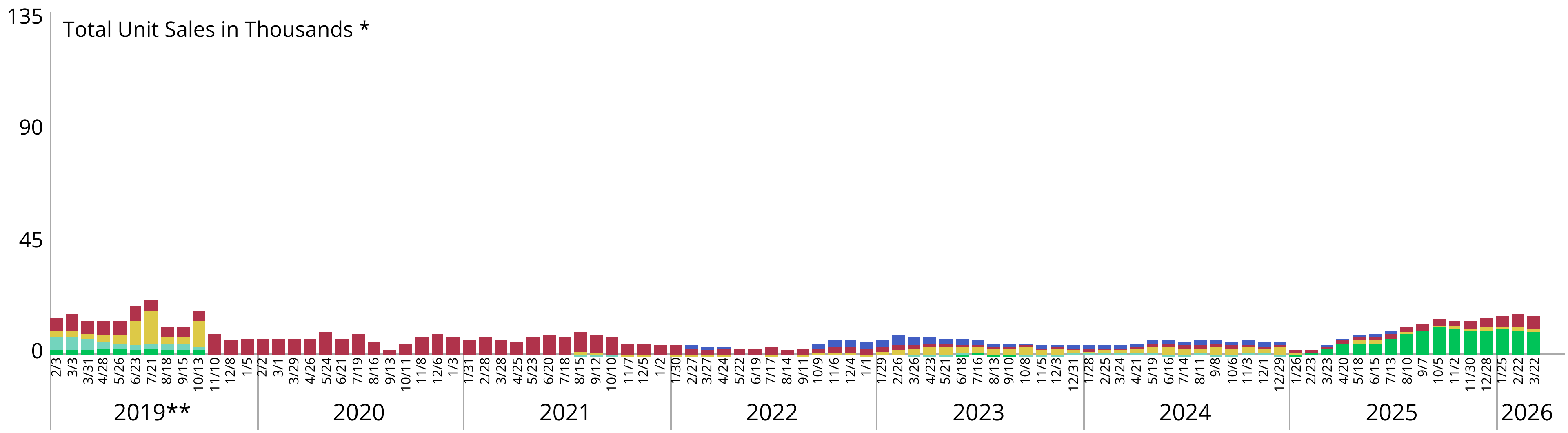
Prefilled Cartridges

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



Disposable Devices

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



* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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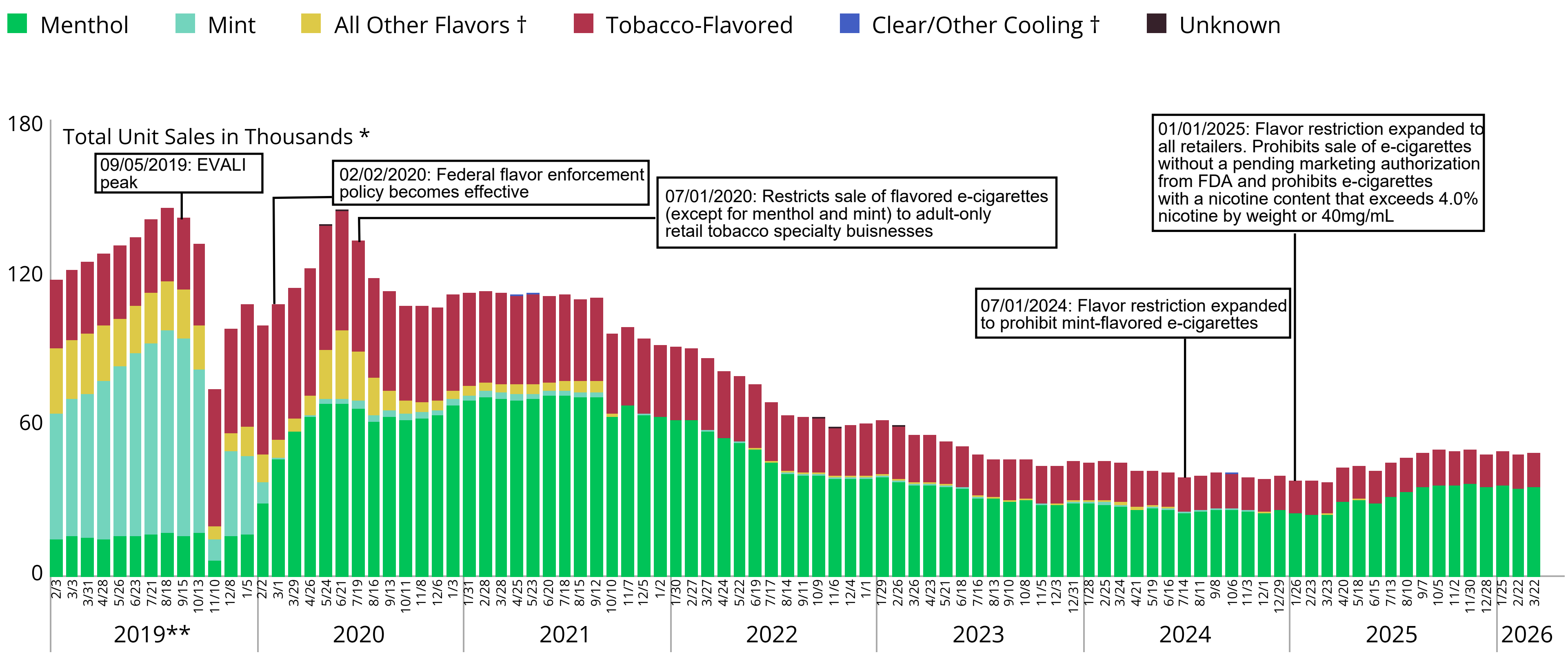
Figure 43. Utah E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

Trends of Unit Sales by Flavor Following Utah's Flavored E-Cigarette Restriction

From 6/21/2020 to 3/22/2026, unless otherwise specified

- Following Utah's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 144.4 thousand to 48.6 thousand (-66.3%).
- Tobacco-flavored e-cigarette sales decreased from 47.1 thousand to 13.4 thousand (-71.5%); unit share decreased from 32.6% to 27.6%.
- Non-tobacco-flavored e-cigarette sales decreased from 97.2 thousand to 35.2 thousand (-63.8%); unit share increased from 67.3% to 72.4%.
- Menthol-flavored e-cigarette sales decreased from 67.8 thousand to 35.2 thousand (-48.1%); unit share increased from 47.0% to 72.4%.
- Mint-flavored e-cigarette sales decreased from 2.5 thousand to 0.0 (-100.0%); unit share decreased from 1.7% to 0.0%.
- All other-flavored e-cigarette sales decreased from 26.6 thousand to 12 (-100.0%); unit share decreased from 18.4% to 0.0%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Utah, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales were approximately zero.

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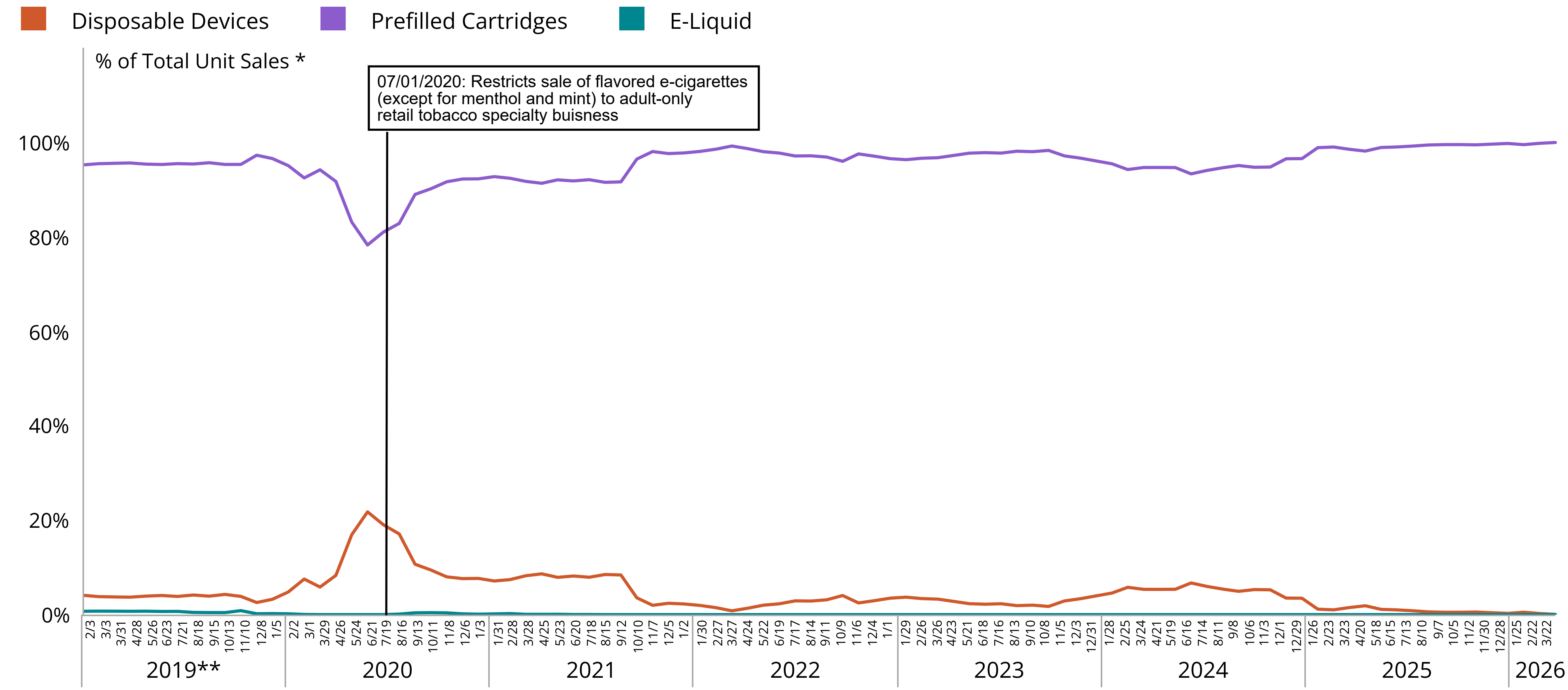
Figure 44. Utah E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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 Product Type Following Utah's Flavored E-Cigarette Restriction

From 6/21/2020 to 3/22/2026

- Unit share of disposable devices decreased from 21.8% to 0.1%; unit sales decreased from 31.4 thousand to 21 (-99.9%).
- Unit share of prefilled cartridges increased from 78.3% to 99.9%; unit sales decreased from 113.0 thousand to 48.6 thousand (-57.0%).

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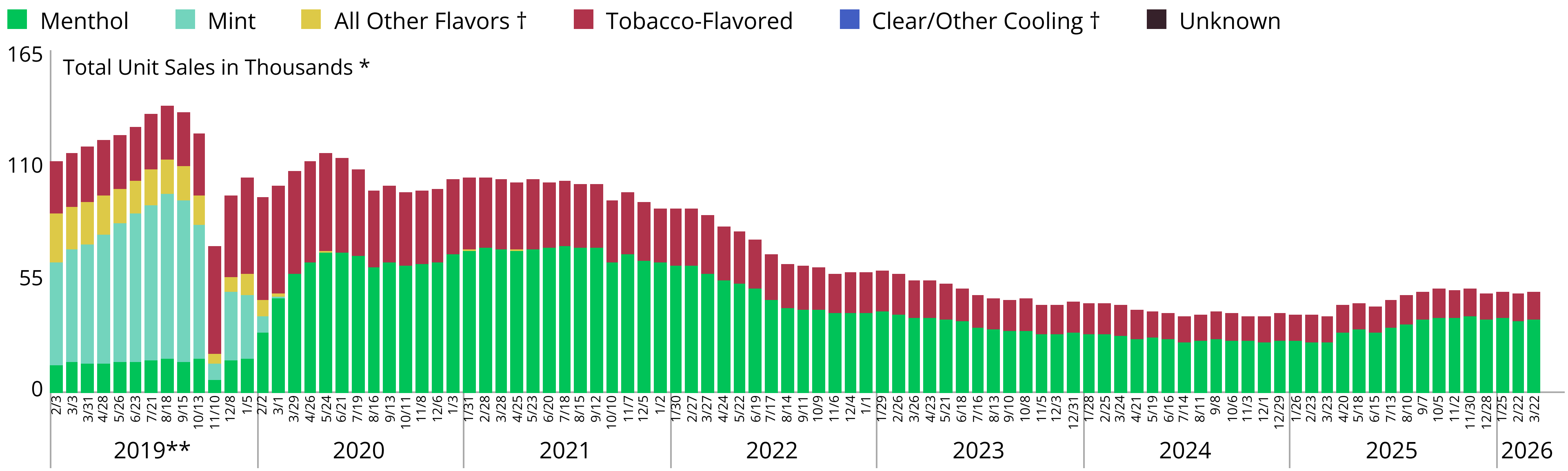
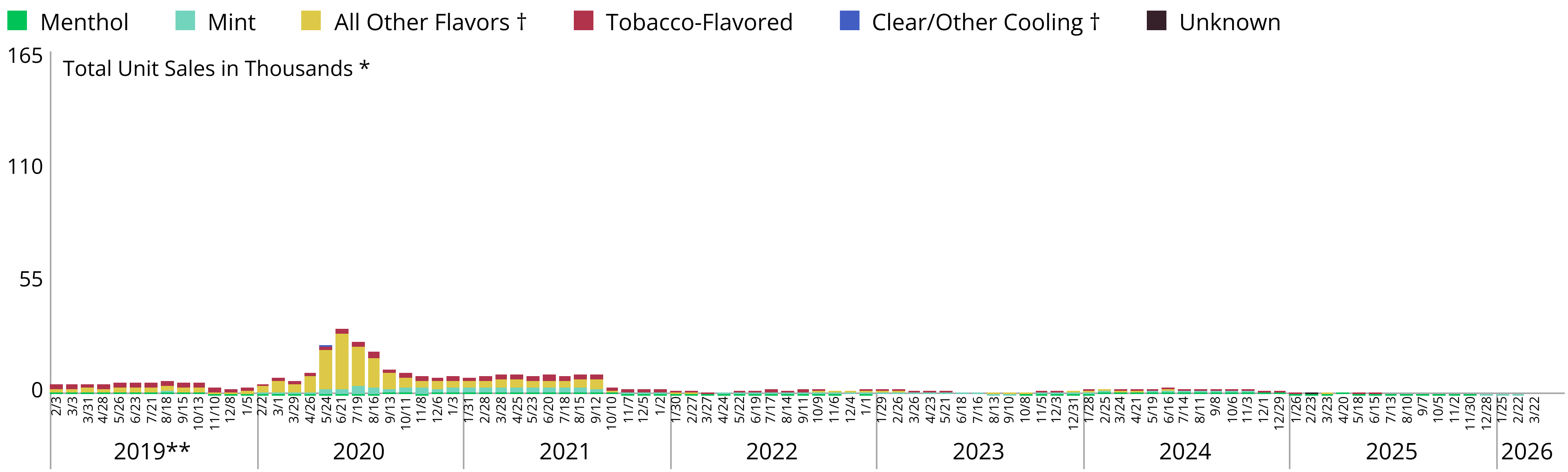
Figure 45. Utah E-Cigarette Unit Sales by Product Type and Flavor

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 (1.4% of total dollar sales in 2025). 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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† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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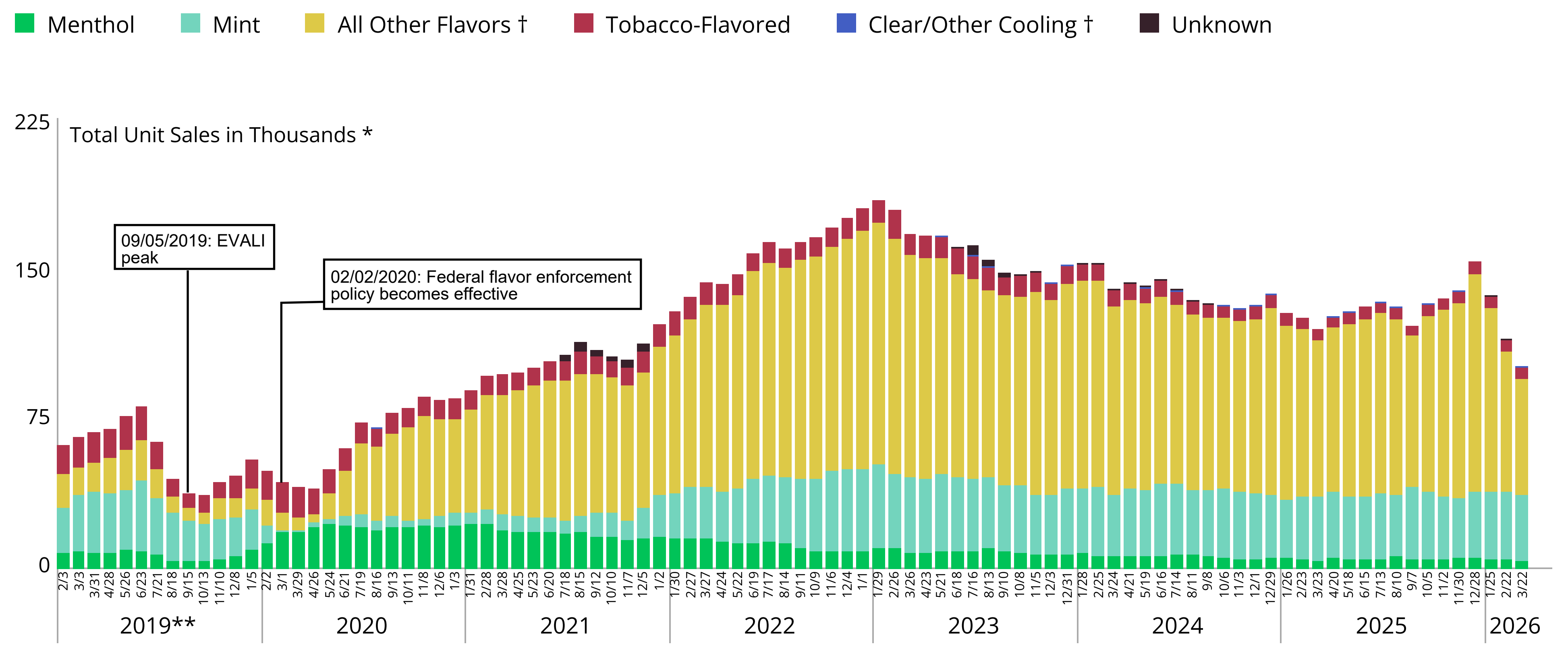
Figure 46. Vermont E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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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† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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

From 2/2/2020 to 3/22/2026, unless otherwise specified

- Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 49.0 thousand to 101.2 thousand (+106.5%).
- Tobacco-flavored e-cigarette sales decreased from 14.5 thousand to 6.3 thousand (-56.5%); unit share decreased from 29.7% to 6.3%.
- Non-tobacco-flavored e-cigarette sales increased from 34.4 thousand to 94.7 thousand (+174.9%); unit share increased from 70.3% to 93.6%.
- Menthol-flavored e-cigarette sales decreased from 13.0 thousand to 4.1 thousand (-68.4%); unit share decreased from 26.5% to 4.1%.
- Mint-flavored e-cigarette sales increased from 8.6 thousand to 32.6 thousand (+279.0%); unit share increased from 17.5% to 32.2%.
- All other-flavored e-cigarette sales increased from 12.9 thousand to 57.7 thousand (+348.9%); unit share increased from 26.3% to 57.1%.
- Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Vermont, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales increased from 0.0 to 290; unit share increased from 0.0% to 0.3%.

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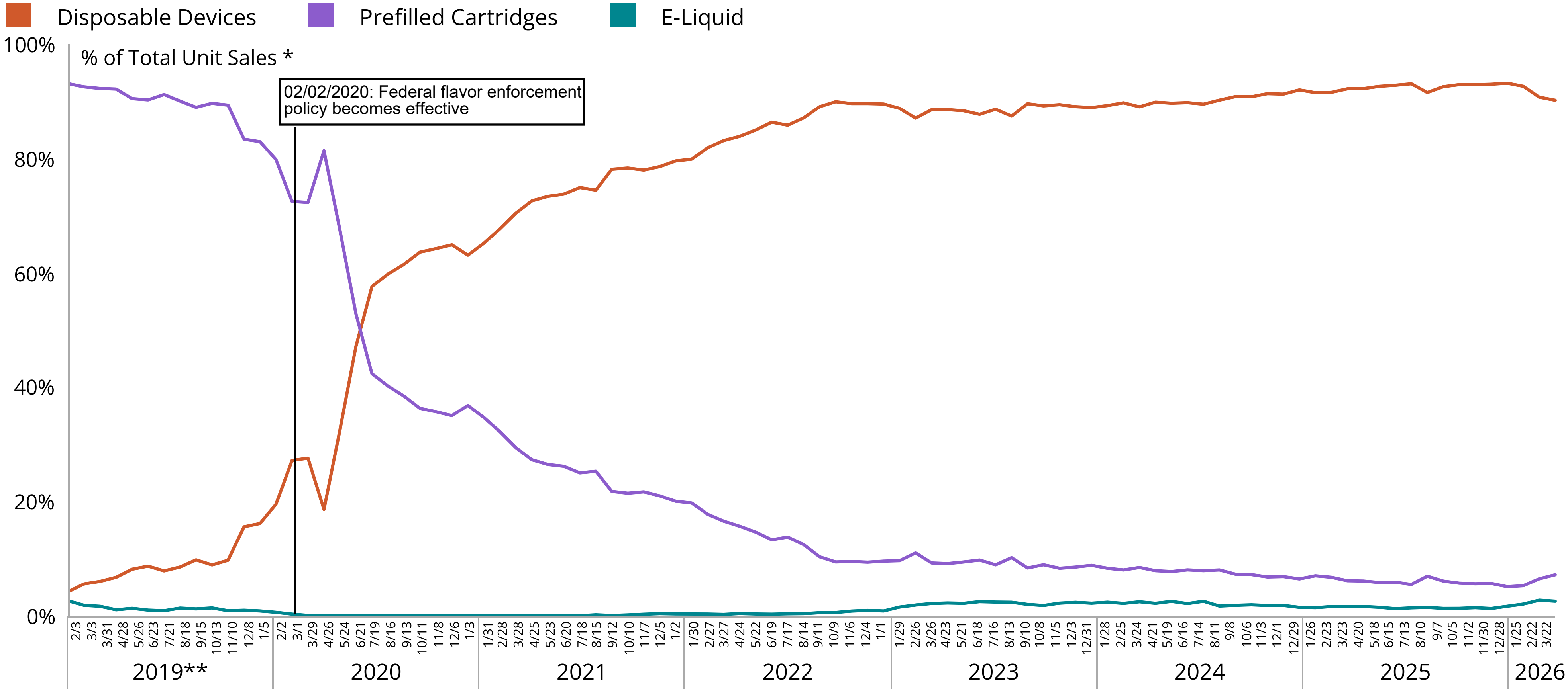
Figure 47. Vermont E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

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

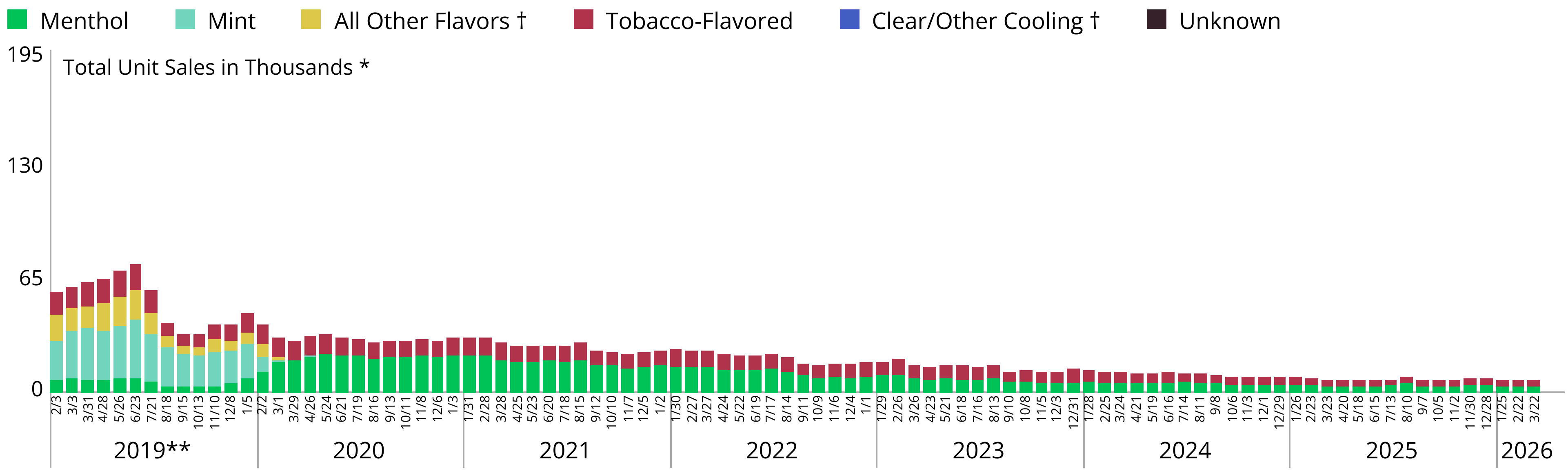
From 2/2/2020 to 3/22/2026

- Unit share of disposable devices increased from 19.5% to 90.2%; unit sales increased from 9.6 thousand to 91.3 thousand (+853.1%).
- Unit share of prefilled cartridges decreased from 79.8% to 7.2%; unit sales decreased from 39.1 thousand to 7.3 thousand (-81.3%).

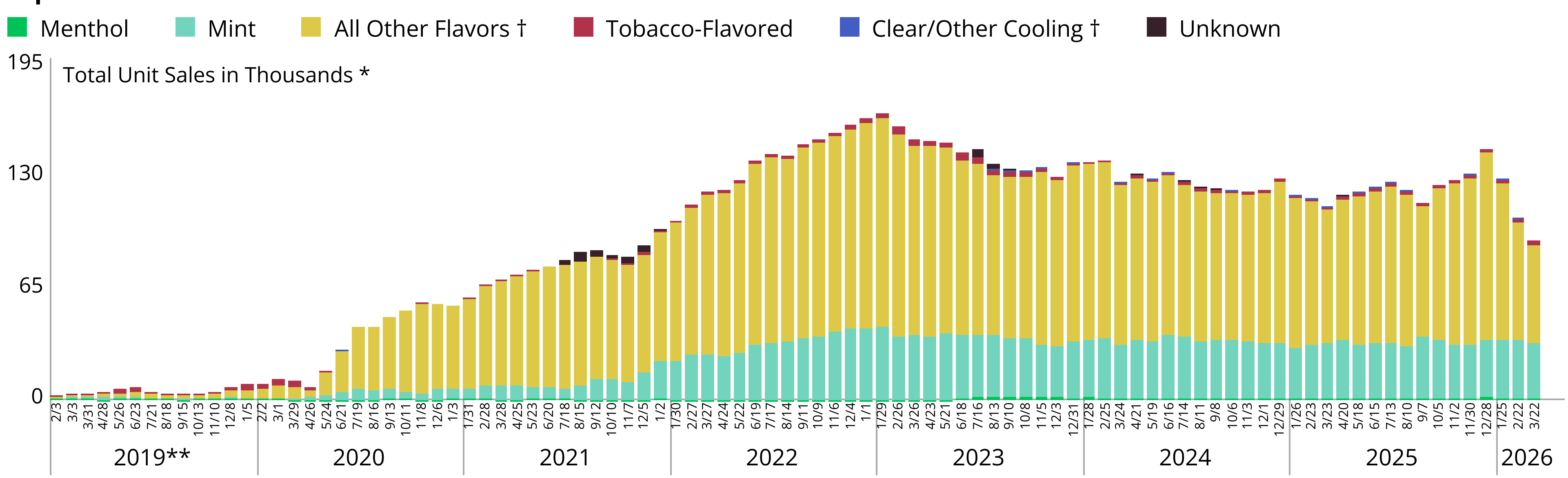
Retail sales data are based on custom research by the CDC Foundation using Circana retail POS (Multi-Outlet+ and Convenience). Financial support was provided by Bloomberg Philanthropies through a grant to the CDC Foundation. The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the CDC Foundation. According to Circana, 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. To account for the remaining share, Circana applies projection algorithms that ensure the released data is representative of both total U.S. and state-level sales.

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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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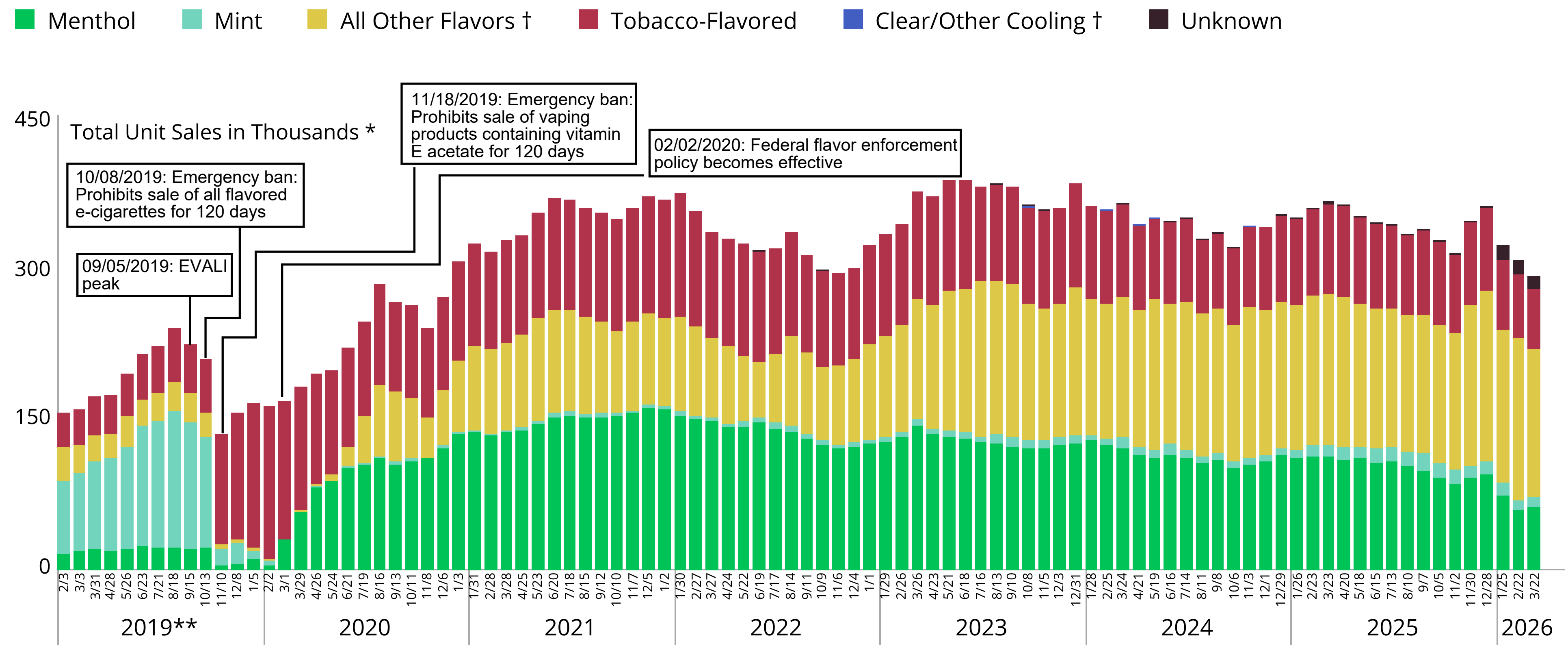
Figure 49. Washington E-Cigarette Unit Sales by Flavor



* 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 (1.4% of total dollar sales in 2025). 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.

** Sales estimates from 2019 reflect preserved data from custom CDC Foundation analyses using archived Circana data that are no longer updated or included in Circana's current sales projections.

† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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

From 2/2/2020 to 3/22/2026, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 162.6 thousand to 290.5 thousand (+78.6%).

Tobacco-flavored e-cigarette sales decreased from 152.0 thousand to 59.9 thousand (-60.6%); unit share decreased from 93.5% to 20.6%.

Non-tobacco-flavored e-cigarette sales increased from 10.6 thousand to 218.8 thousand (+2.0K%); unit share increased from 6.5% to 75.3%.

Menthol-flavored e-cigarette sales increased from 5.0 thousand to 63.1 thousand (+1.2K%); unit share increased from 3.1% to 21.7%.

Mint-flavored e-cigarette sales increased from 4.2 thousand to 9.0 thousand (+116.9%); unit share increased from 2.6% to 3.1%.

All other-flavored e-cigarette sales increased from 1.5 thousand to 146.7 thousand (+10.0K%); unit share increased from 0.9% to 50.5%.

Nationally, sales of novel clear and other-cooling flavored e-cigarettes increased starting around December 2022. In Washington, between 12/4/2022 and 3/22/2026, clear/other cooling flavored e-cigarette sales were approximately zero.

Following Washington's temporary flavored e-cigarette restriction, monthly e-cigarette total unit sales decreased by 22.2% from 10/13/2019 to 2/2/2020 (from 209.0 thousand to 162.6 thousand).

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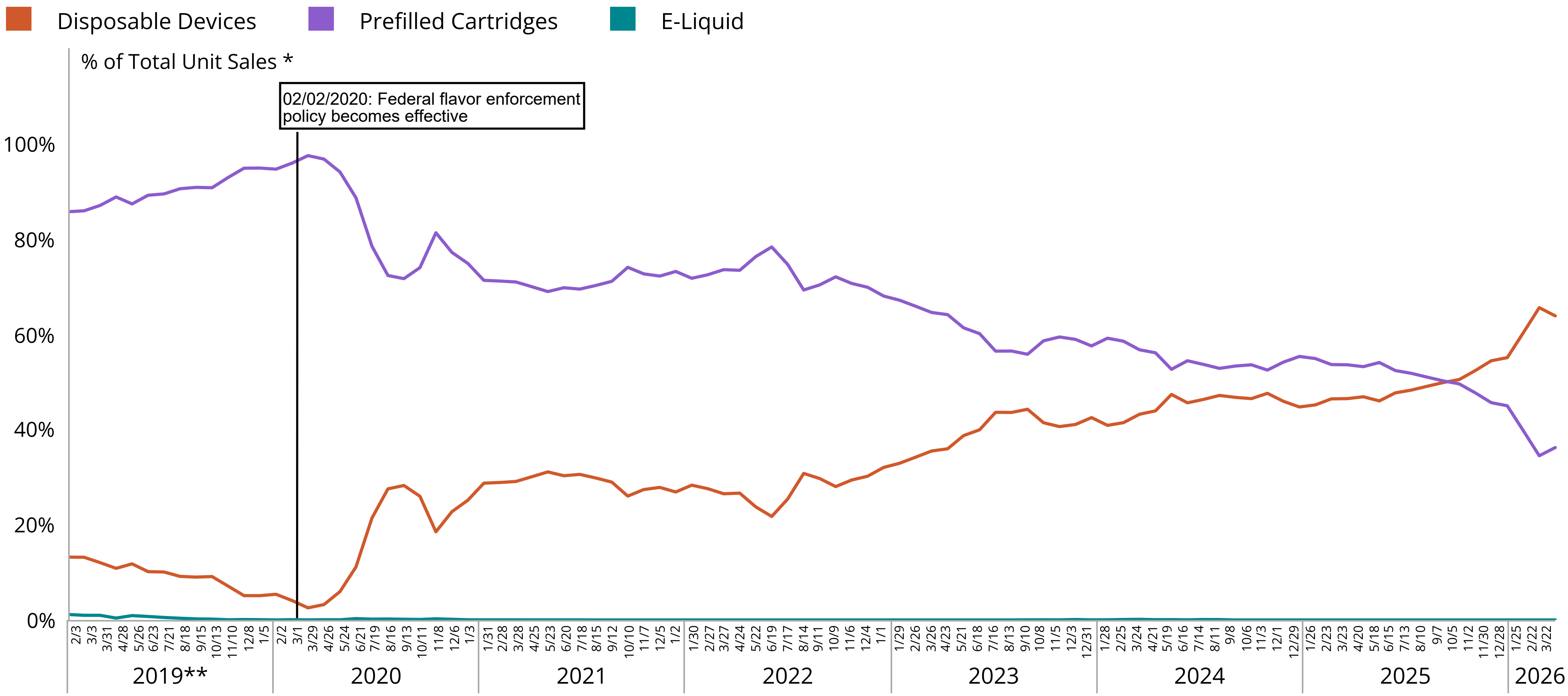
Figure 50. Washington E-Cigarette Unit Share by Product Type



* 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 (1.4% of total dollar sales in 2025). 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 Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 3/22/2026

- Unit share of disposable devices increased from 5.4% to 63.8%; unit sales increased from 8.8 thousand to 185.4 thousand (+2.0K%).
- Unit share of prefilled cartridges decreased from 94.6% to 36.2%; unit sales decreased from 153.9 thousand to 105.1 thousand (-31.7%).

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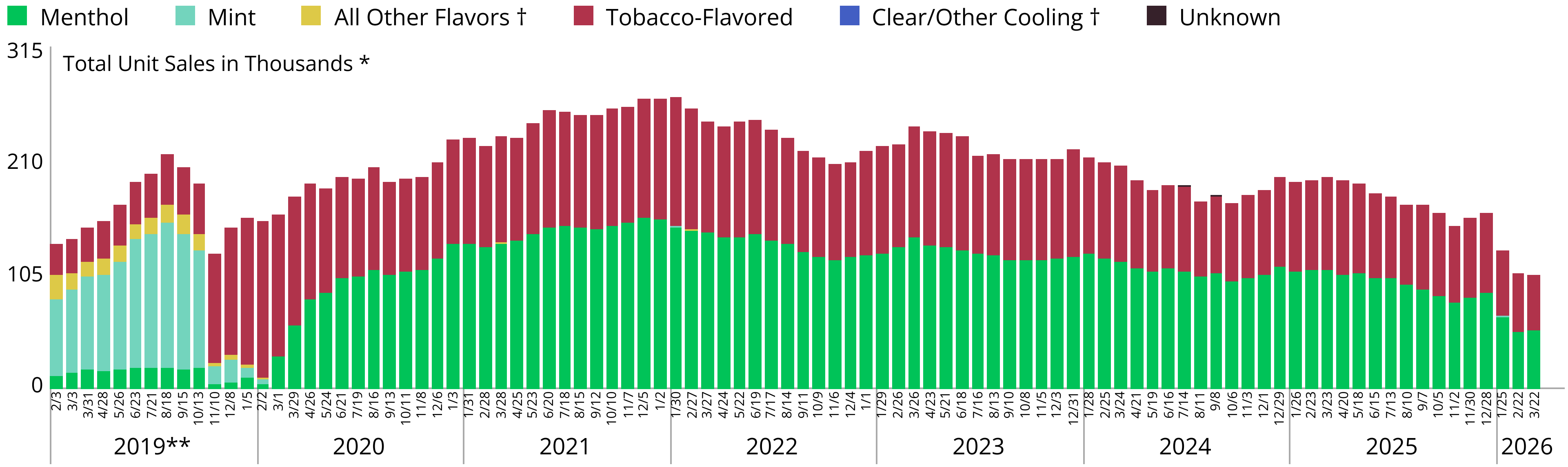
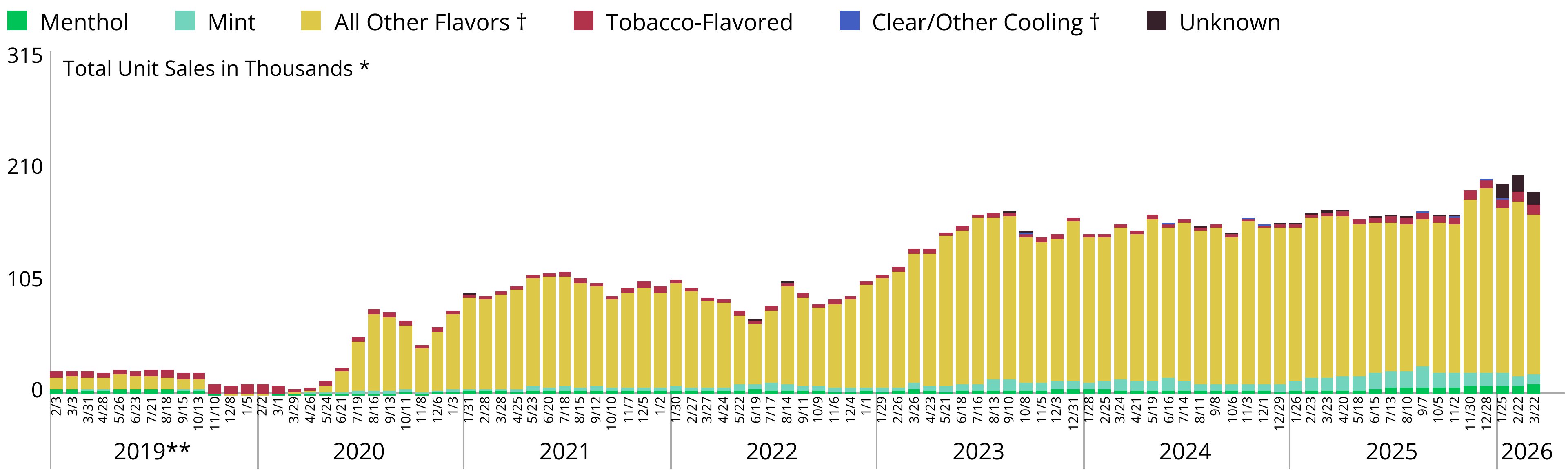
Figure 51. Washington E-Cigarette Unit Sales by Product Type and Flavor

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 (1.4% of total dollar sales in 2025). 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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† "All other flavors" category includes fruit, clove/spice, chocolate, alcoholic drink (e.g., wine, cognac or other cocktails), candy/desserts/other sweets, some other flavor; "clear/other cooling" category includes 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) and which observe an increase in sales following California's flavored tobacco product sales restrictions beginning December 2022.

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