

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 May 2025.

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

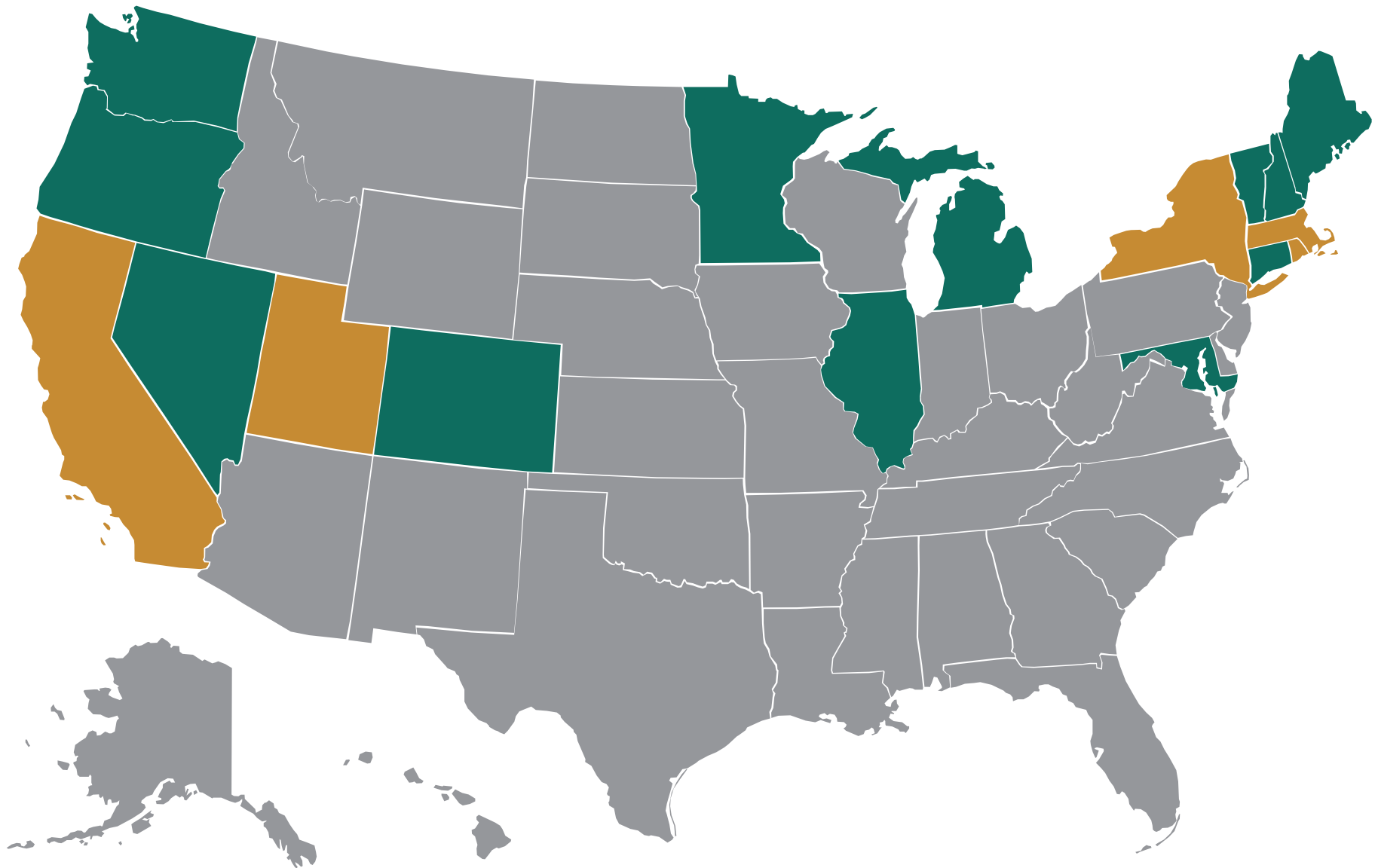
Other Relevant Issues

- During the period covered by this brief, additional flavored tobacco products continued to be marketed (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.
- Following California’s prohibition of flavored tobacco product sales in December 2022, sales of products branded as clear, clear ice and unflavored, likely containing non-menthol synthetic cooling agents, increased (e.g., Flum Pebble Clear, EB Design BC5000 Clear). These products are categorized as Clear/Other Cooling for the purposes of this data brief.
- The e-cigarette or vaping product use-associated lung injury (EVALI) outbreak in late 2019 and COVID-19 pandemic may have affected e-cigarette sales.

State and Local Legislative Initiatives

- As of May 2025, four states (California, Massachusetts, New Jersey and New York) have laws in effect prohibiting the sale of all non-tobacco-flavored e-cigarettes. Rhode Island and Utah restrict the sale of flavored e-cigarettes, except menthol- and tobacco-flavored e-cigarettes. In addition, nearly 400 local jurisdictions have enacted laws that restrict the sale of flavored e-cigarettes.
- More information about state and local policies can be found on the [Truth Initiative’s website](#).

States Presented in the Data Brief



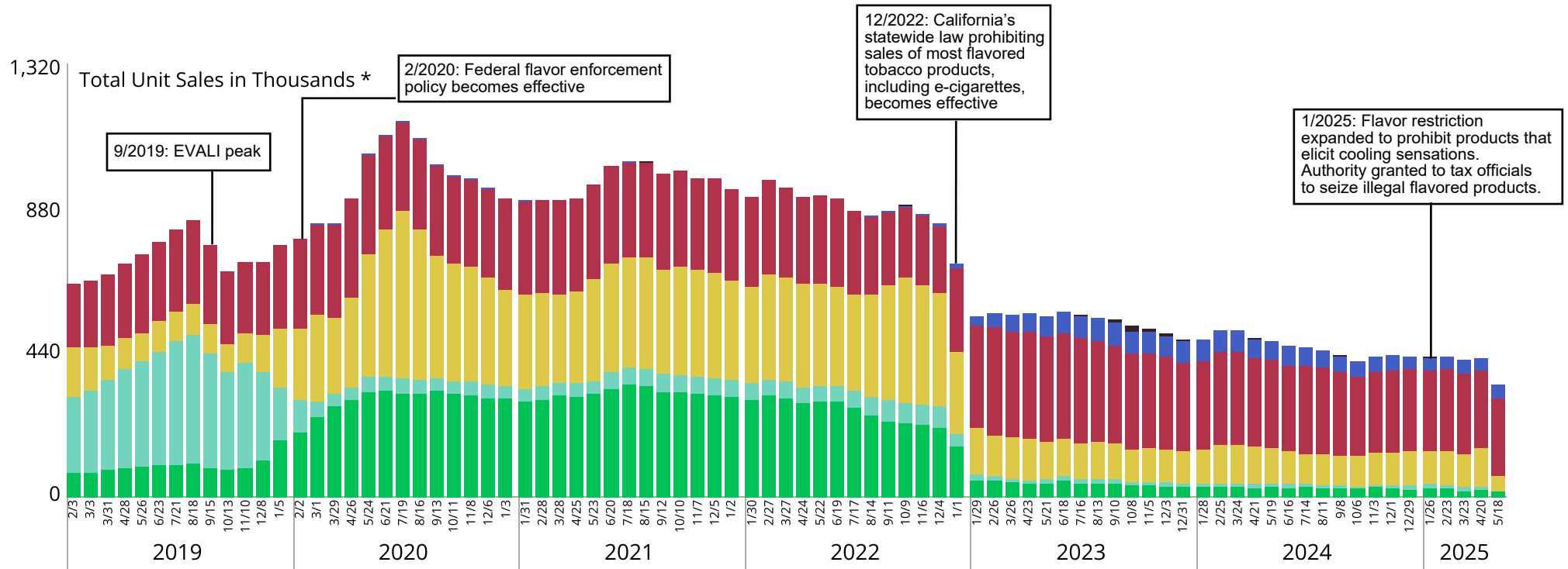
States included in this data brief (Rest of Available States)

States included in this data brief (Statewide E-Cigarette Flavor Policy)

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

Figure 1. California E-Cigarette Unit Sales by Flavor

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



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

From 12/4/2022 to 5/18/2025, unless otherwise specified

Following California's implementation of flavored tobacco restrictions, monthly e-cigarette total unit sales decreased from 834.9 thousand to 344.2 thousand (-58.8%).

California's decline in e-cigarette sales between 12/4/2022 and 5/18/2025 represents 13.3% (i.e., 490.7 thousand units out of 3701.8 thousand units) of the decline in national e-cigarette sales that occurred during this period.

Tobacco-flavored e-cigarette sales increased from 206.3 thousand to 235.3 thousand (+14.1%); unit share increased from 24.7% to 68.4%.

Non-tobacco-flavored e-cigarette sales decreased from 627.2 thousand to 107.7 thousand (-82.8%); unit share decreased from 75.1% to 31.3%.

Menthol-flavored e-cigarette sales decreased from 211.9 thousand to 16.2 thousand (-92.3%); unit share decreased from 25.4% to 4.7%.

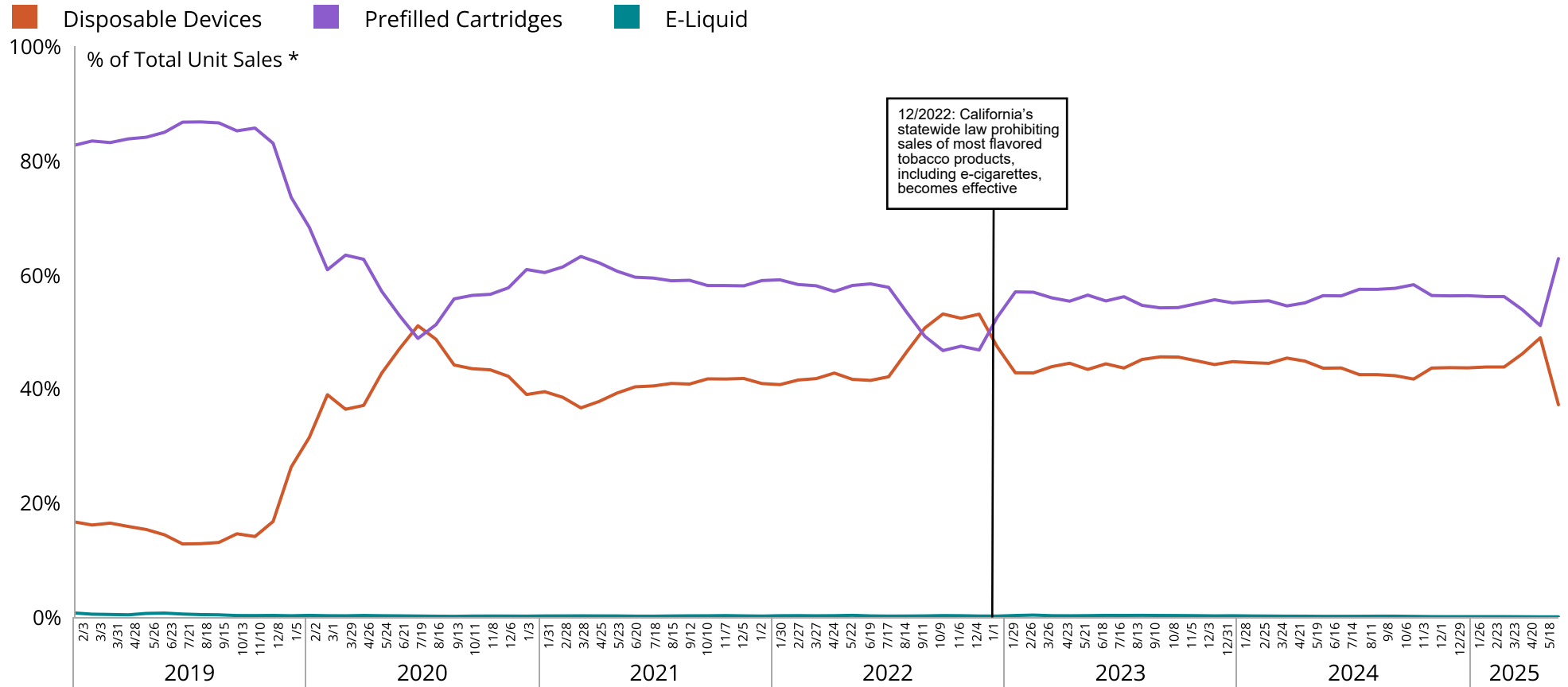
Mint-flavored e-cigarette sales decreased from 65.0 thousand to 4.3 thousand (-93.4%); unit share decreased from 7.8% to 1.2%.

All other-flavored e-cigarette sales decreased from 342.8 thousand to 47.1 thousand (-86.2%); unit share decreased from 41.1% to 13.7%.

All clear/other cooling flavored e-cigarette sales increased from 7.5 thousand to 40.1 thousand (+433.0%); unit share increased from 0.9% to 11.7%.

As of 5/18/2025, disposable e-cigarettes represent 93.9% of sales of prohibited flavored e-cigarettes in California.

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



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

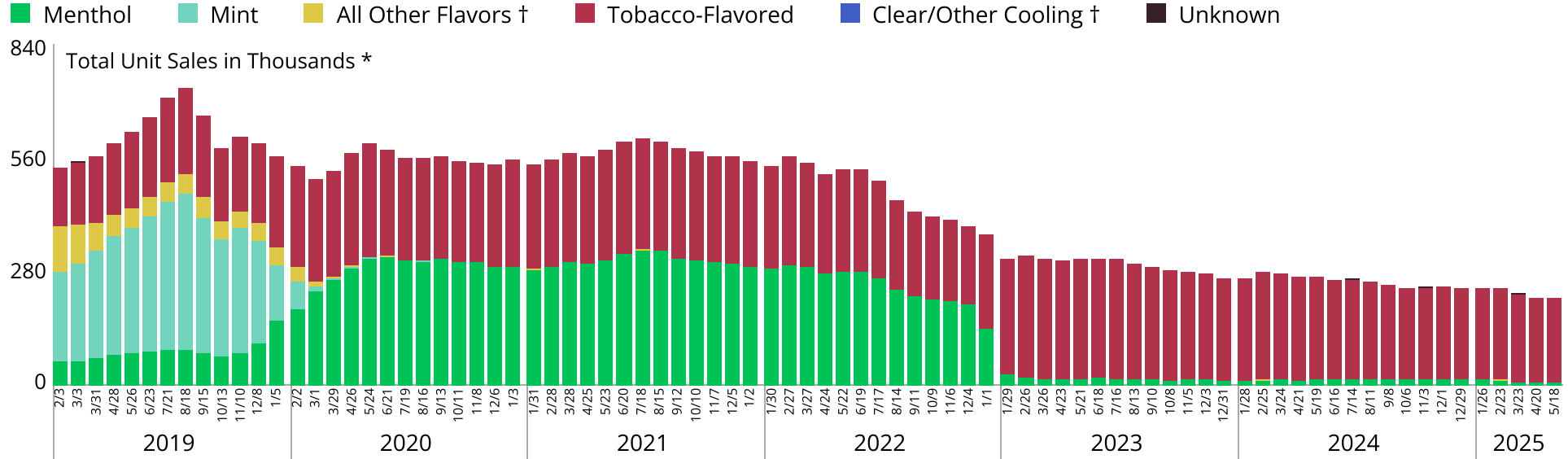
Trends of Unit Sales by Product Type Following California's Flavored E-Cigarette Restriction

From 12/4/2022 to 5/18/2025, unless otherwise specified

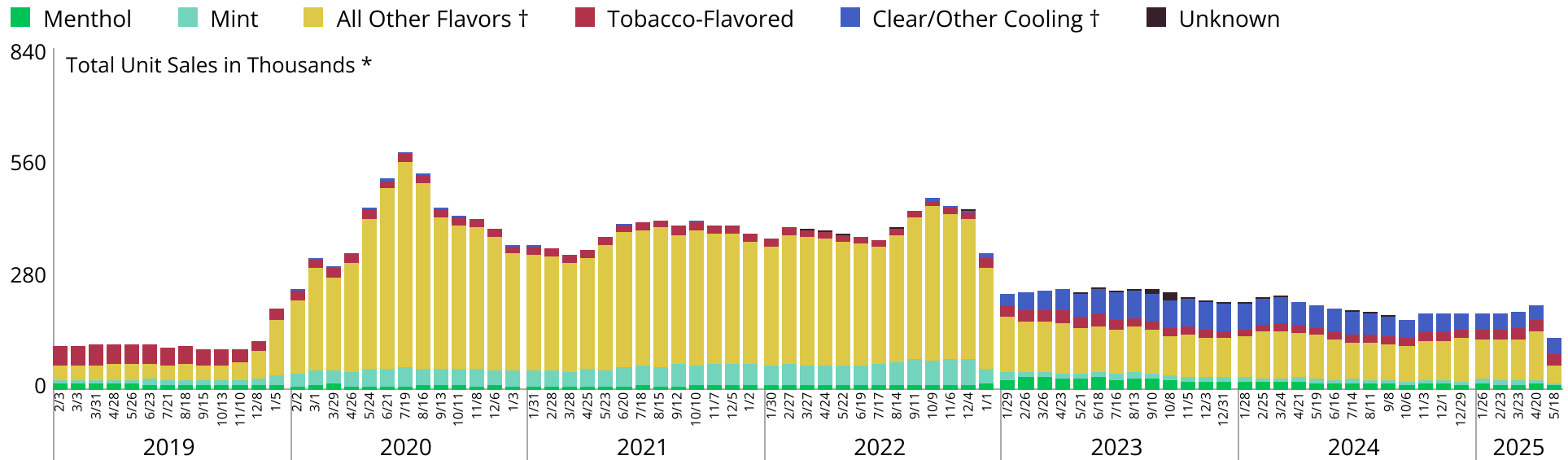
- Unit share of disposable devices decreased from 53.1% to 37.2%; unit sales decreased from 442.9 thousand to 128 thousand (-71.1%).
- Unit share of prefilled cartridges increased from 46.8% to 62.8%; unit sales decreased from 390.5 thousand to 216.1 thousand (-44.7%).

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

Prefilled Cartridges



Disposable Devices

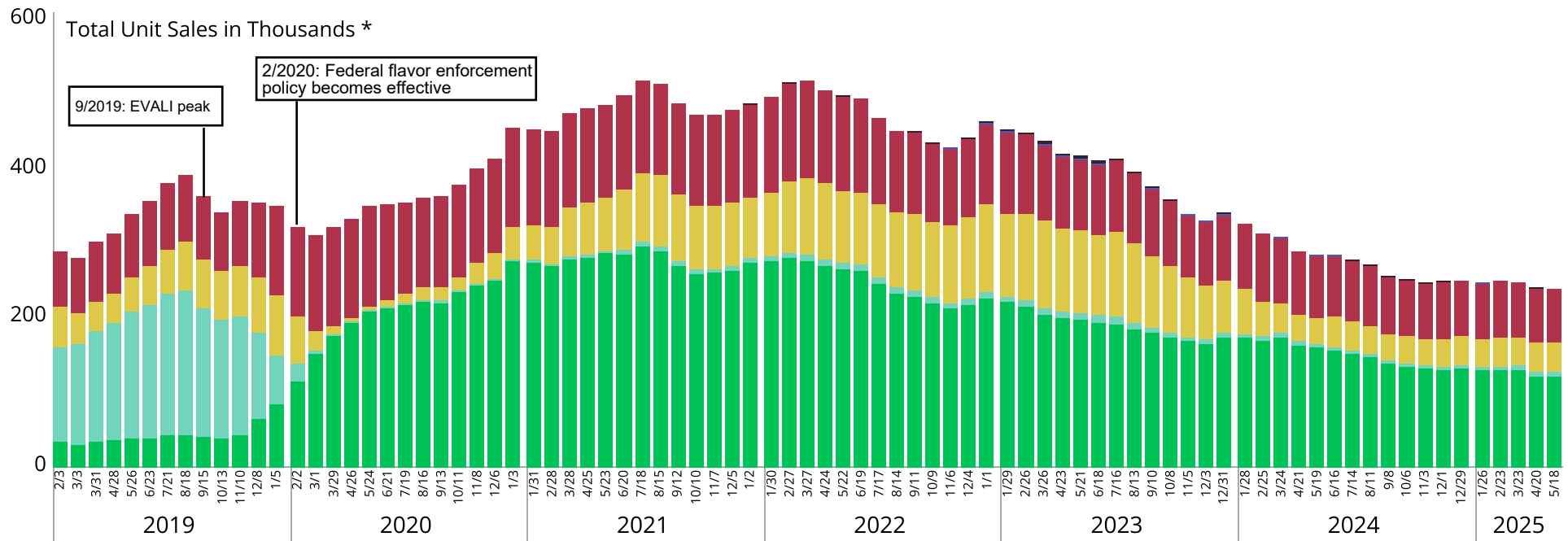


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

Figure 4. Colorado E-Cigarette Unit Sales by Flavor

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



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

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

From 2/2/2020 to 5/18/2025, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales decreased from 316.8 thousand to 236.4 thousand (-25.4%).

Tobacco-flavored e-cigarette sales decreased from 117.4 thousand to 71.3 thousand (-39.3%); unit share decreased from 37.0% to 30.2%.

Non-tobacco-flavored e-cigarette sales decreased from 199.5 thousand to 164.6 thousand (-17.5%); unit share increased from 63.0% to 69.6%.

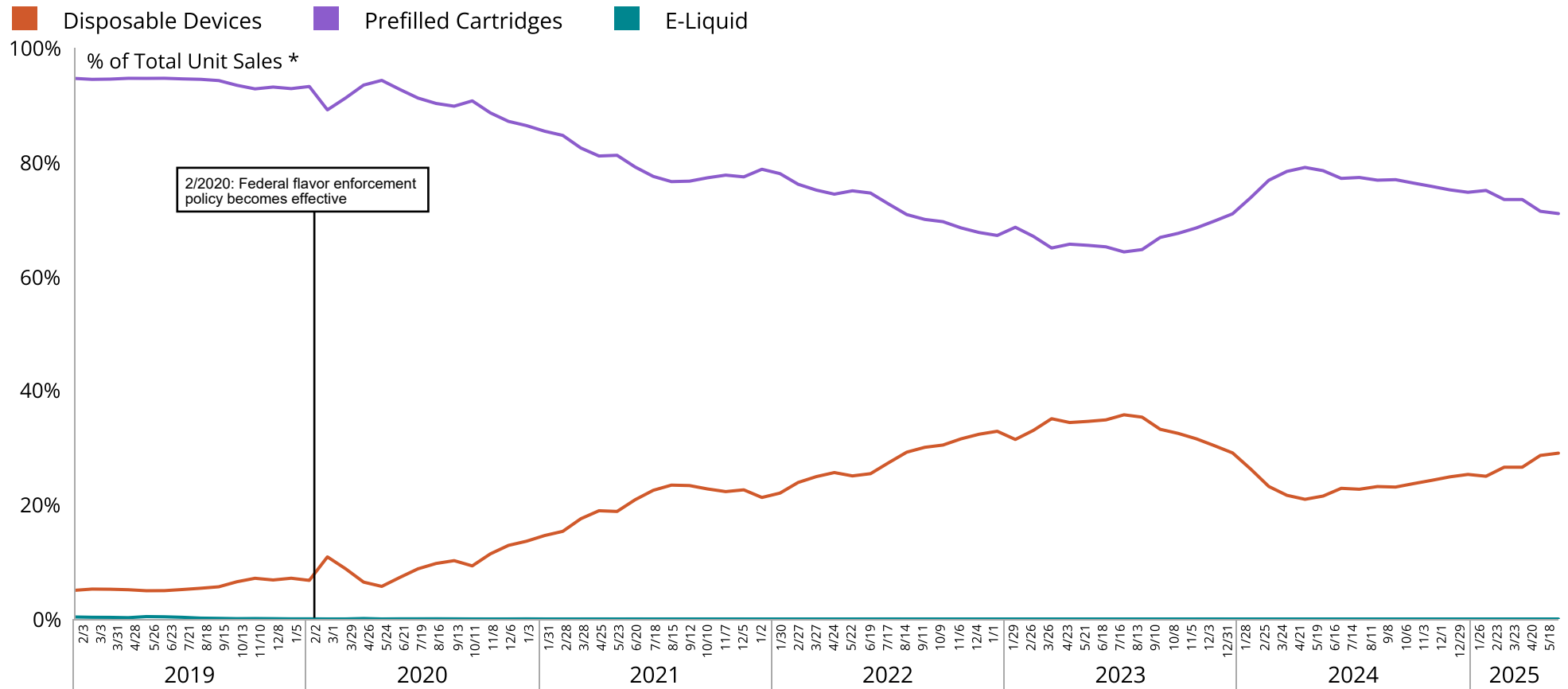
Menthol-flavored e-cigarette sales increased from 112.7 thousand to 120.7 thousand (+7.1%); unit share increased from 35.6% to 51.1%.

Mint-flavored e-cigarette sales decreased from 24.7 thousand to 4.7 thousand (-80.7%); unit share decreased from 7.8% to 2.0%.

All other-flavored e-cigarette sales decreased from 62.1 thousand to 39.1 thousand (-37.1%); unit share decreased from 19.6% to 16.5%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales decreased from 1.1 thousand to 0.0 (-99.4%); unit share decreased from 0.3% to 0.0%.

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



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

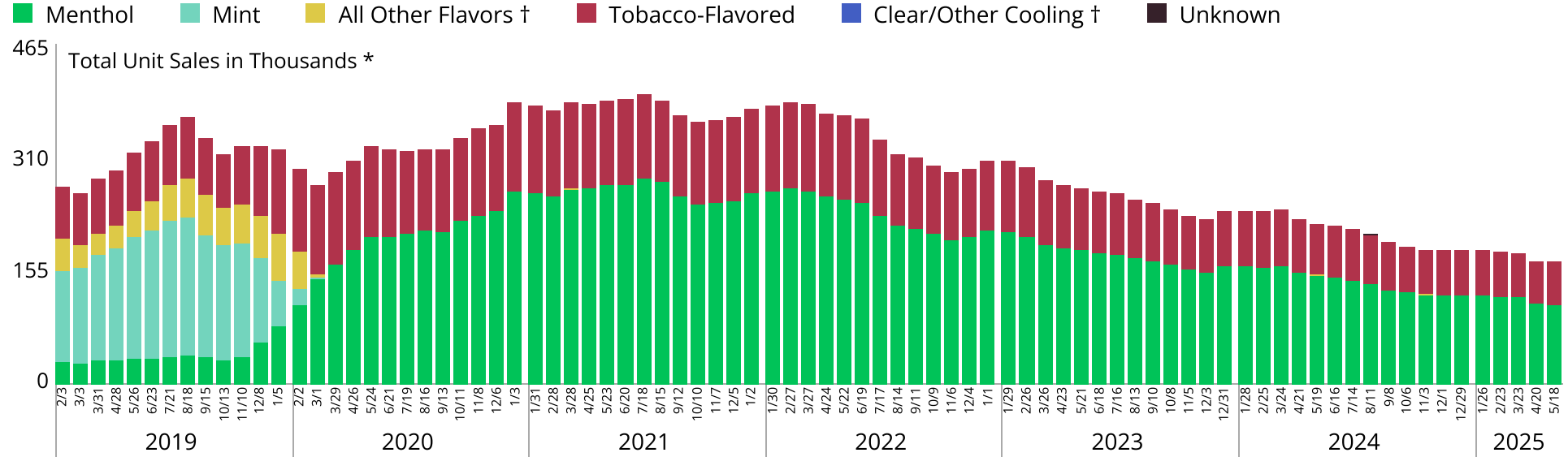
Trends of Unit Sales by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 5/18/2025, unless otherwise specified

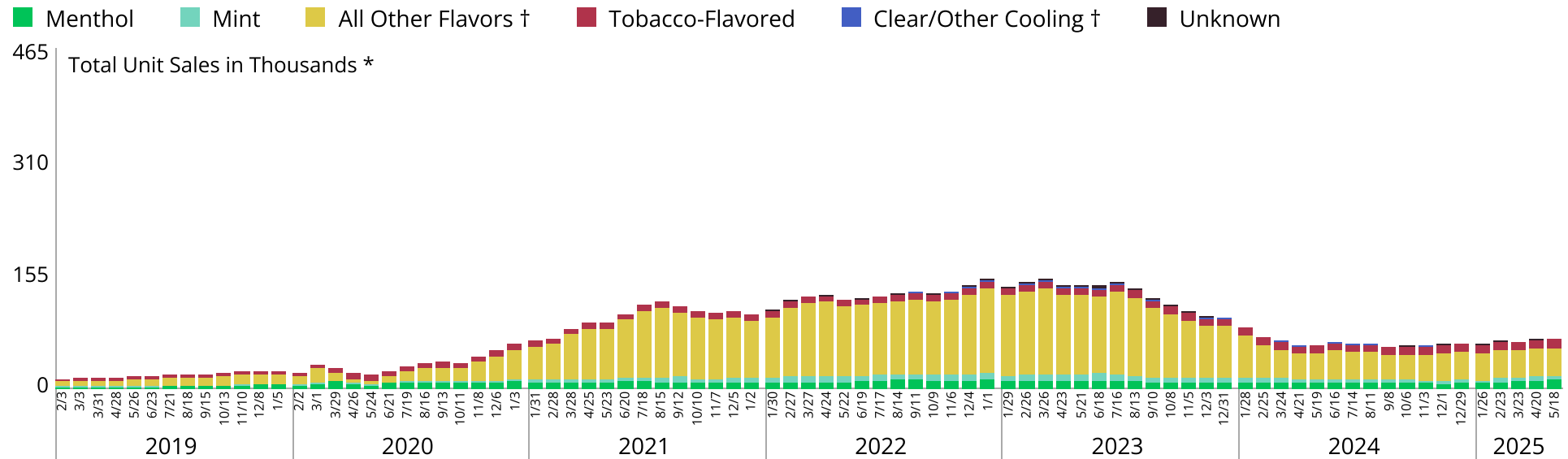
- Unit share of disposable devices increased from 6.8% to 29.0%; unit sales increased from 21.4 thousand to 68.6 thousand (+220.5%).
- Unit share of prefilled cartridges decreased from 93.2% to 71.0%; unit sales decreased from 295.3 thousand to 167.8 thousand (-43.2%).

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

Prefilled Cartridges



Disposable Devices

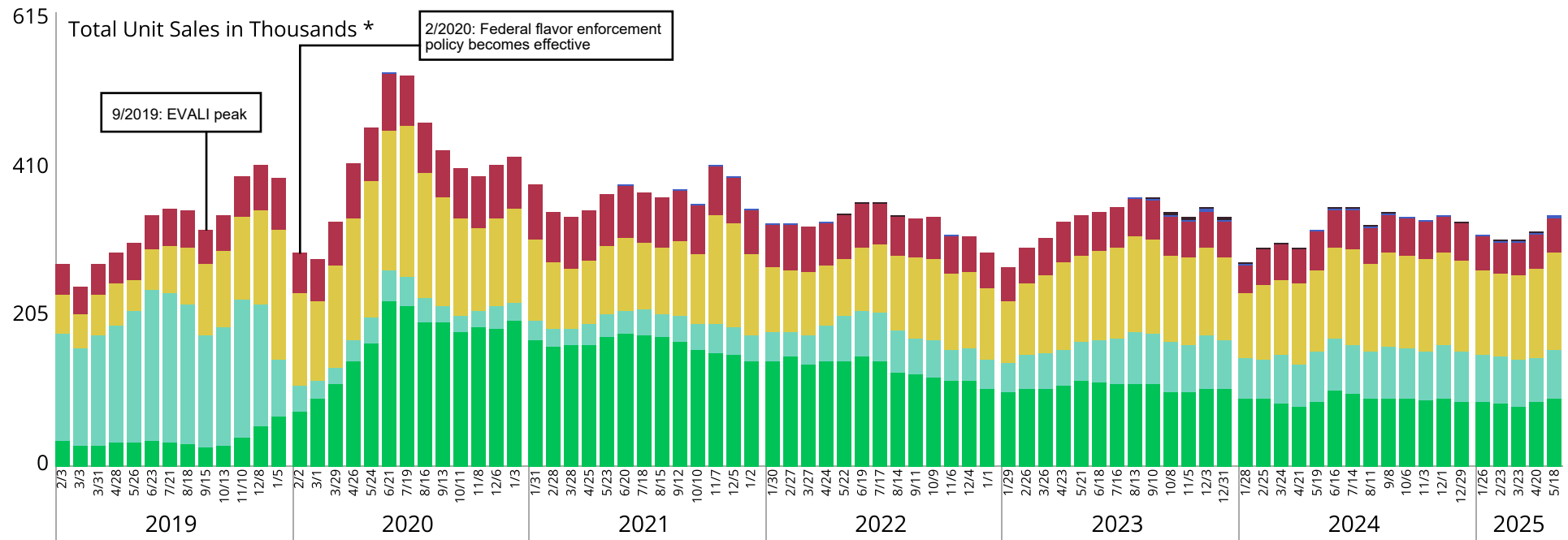


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

Figure 7. Connecticut E-Cigarette Unit Sales by Flavor

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



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

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

From 2/2/2020 to 5/18/2025, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 290.8 thousand to 341.2 thousand (+17.3%).

Tobacco-flavored e-cigarette sales decreased from 56.7 thousand to 46.0 thousand (-18.8%); unit share decreased from 19.5% to 13.5%.

Non-tobacco-flavored e-cigarette sales increased from 234.1 thousand to 293.7 thousand (+25.5%); unit share increased from 80.5% to 86.1%.

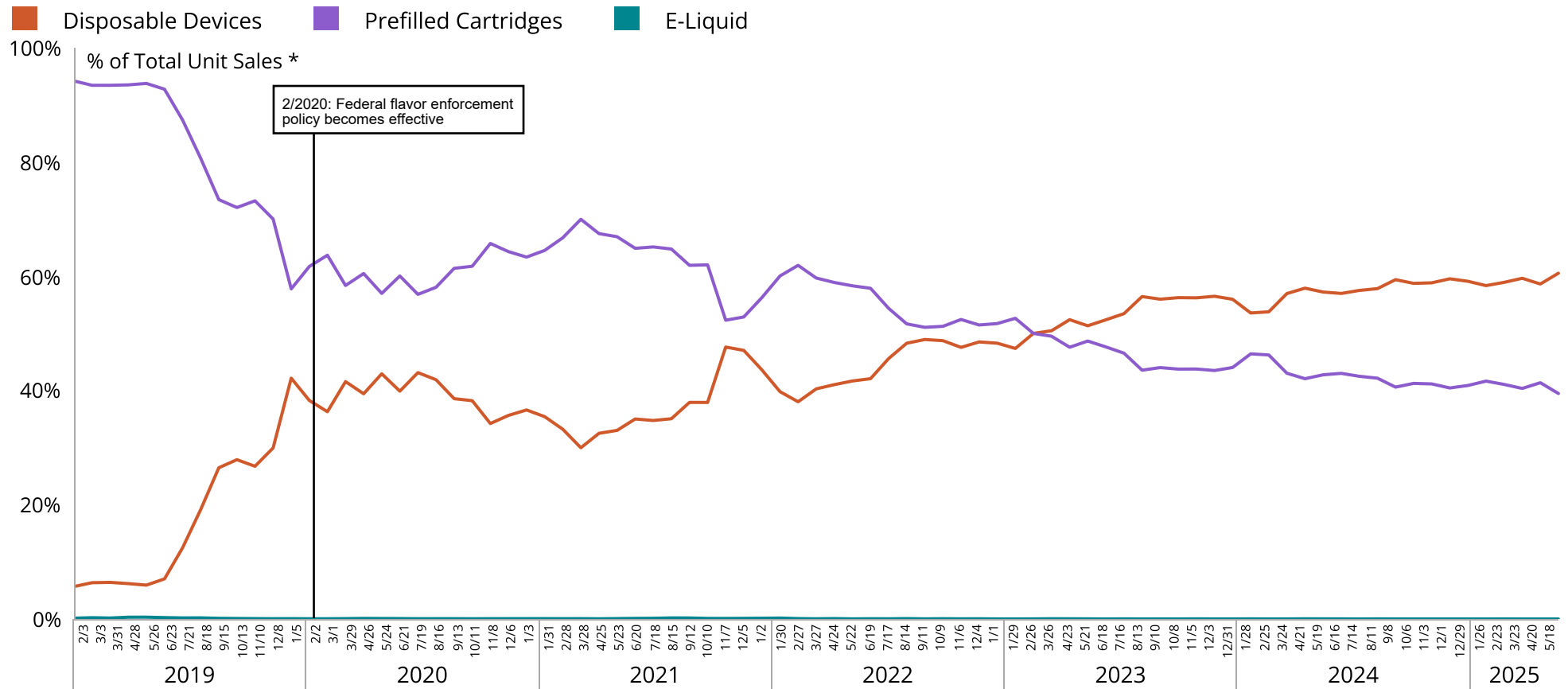
Menthol-flavored e-cigarette sales increased from 74.5 thousand to 91.3 thousand (+22.5%); unit share increased from 25.6% to 26.8%.

Mint-flavored e-cigarette sales increased from 34.3 thousand to 66.2 thousand (+93.1%); unit share increased from 11.8% to 19.4%.

All other-flavored e-cigarette sales increased from 125.3 thousand to 133.1 thousand (+6.2%); unit share decreased from 43.1% to 39.0%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales increased from 0.2 thousand to 3.2 thousand (+1,381.3%); unit share increased from 0.1% to 0.9%.

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



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

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

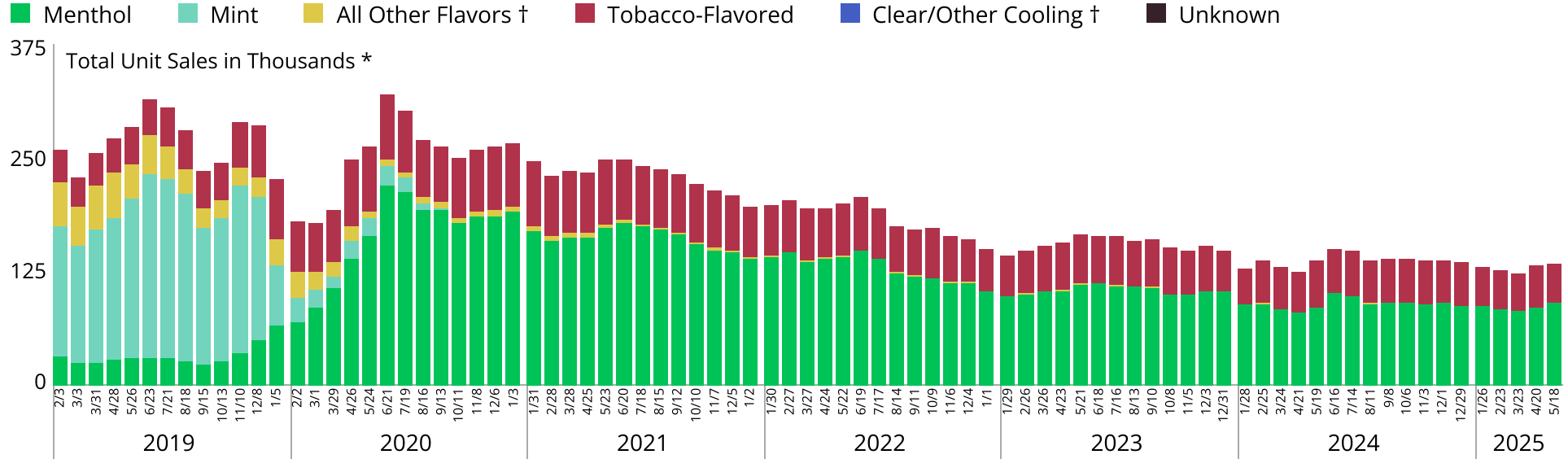
From 2/2/2020 to 5/18/2025, unless otherwise specified

Unit share of disposable devices increased from 38.3% to 60.5%; unit sales increased from 111.2 thousand to 206.6 thousand (+85.7%).

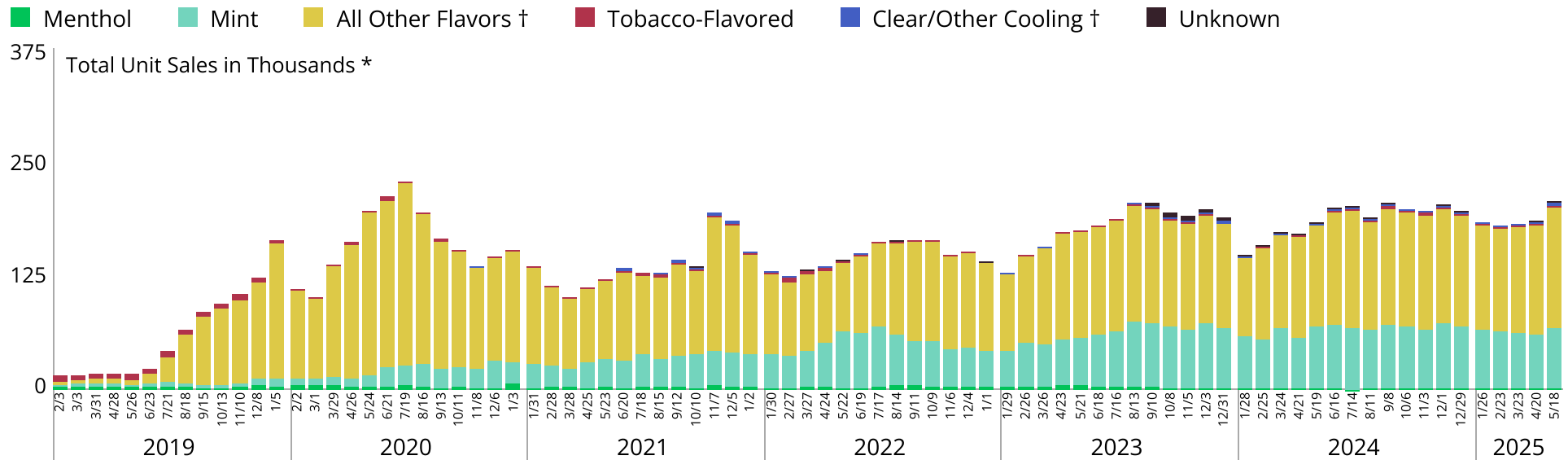
Unit share of prefilled cartridges decreased from 61.7% to 39.5%; unit sales decreased from 179.5 thousand to 134.7 thousand (-25.0%).

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

Prefilled Cartridges



Disposable Devices

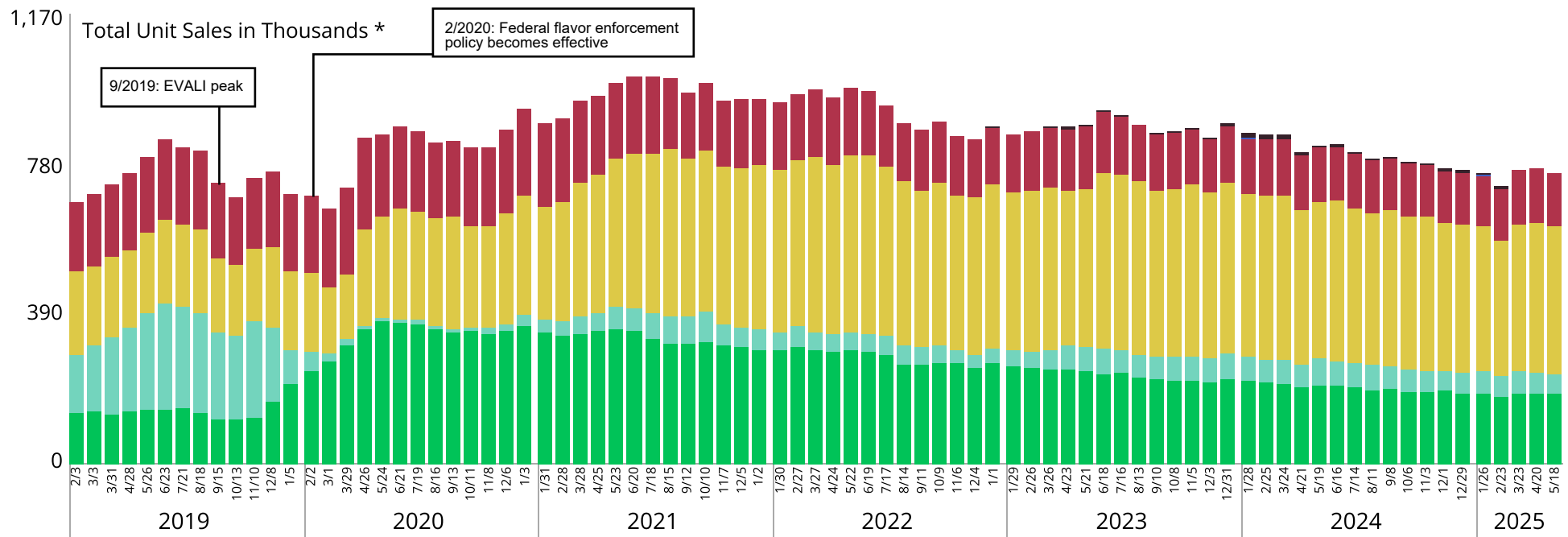


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

Figure 10. Illinois E-Cigarette Unit Sales by Flavor

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



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

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

From 2/2/2020 to 5/18/2025, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 696.2 thousand to 757.3 thousand (+8.8%).

Tobacco-flavored e-cigarette sales decreased from 198.3 thousand to 138.0 thousand (-30.4%); unit share decreased from 28.5% to 18.2%.

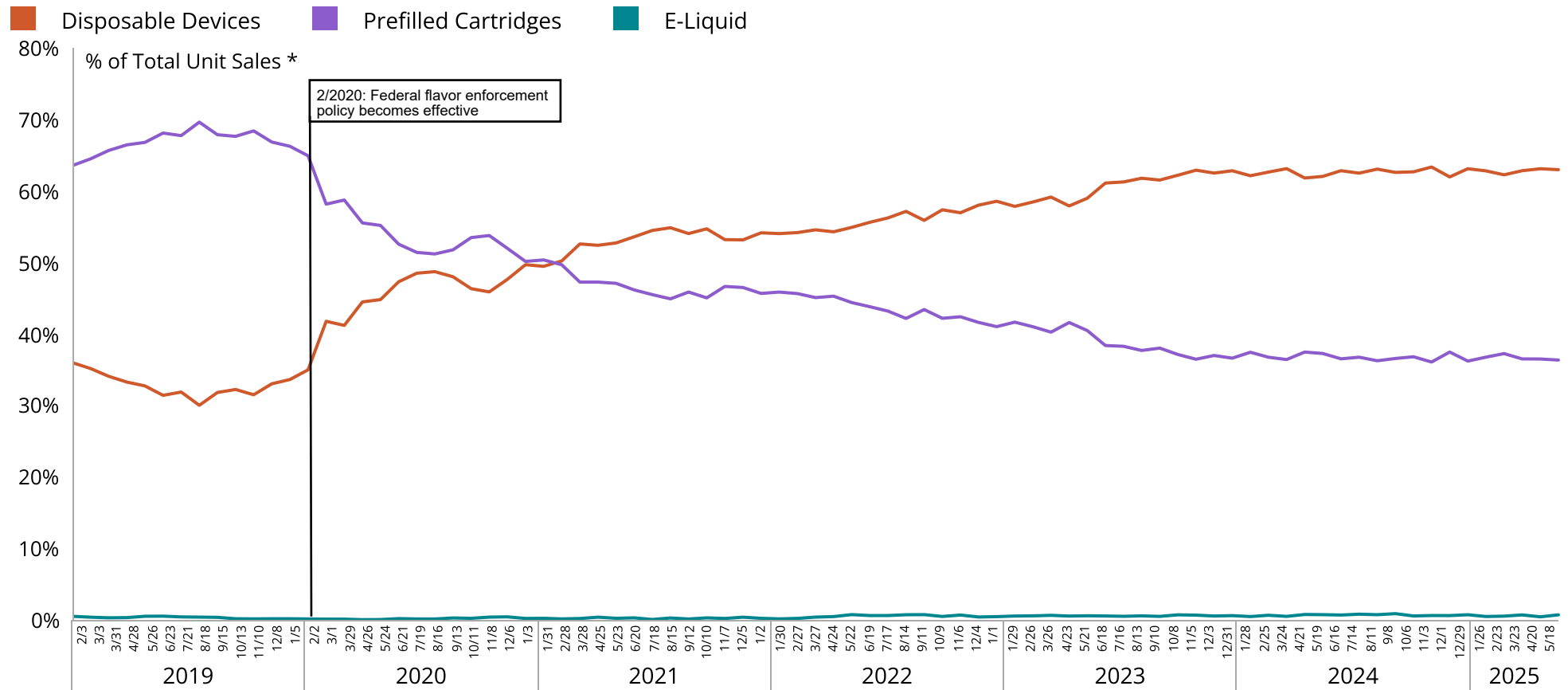
Non-tobacco-flavored e-cigarette sales increased from 497.9 thousand to 617.5 thousand (+24.0%); unit share increased from 71.5% to 81.5%.

Menthol-flavored e-cigarette sales decreased from 240.9 thousand to 184.4 thousand (-23.5%); unit share decreased from 34.6% to 24.4%.

Mint-flavored e-cigarette sales increased from 50.9 thousand to 50.9 thousand (+0.1%); unit share decreased from 7.3% to 6.7%.

All other-flavored e-cigarette sales increased from 206.1 thousand to 382.1 thousand (+85.4%); unit share increased from 29.6% to 50.4%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales increased from 0.0 to 0.1 thousand (+12,507.5%); unit share increased from 0.0% to 0.0%.

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

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

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

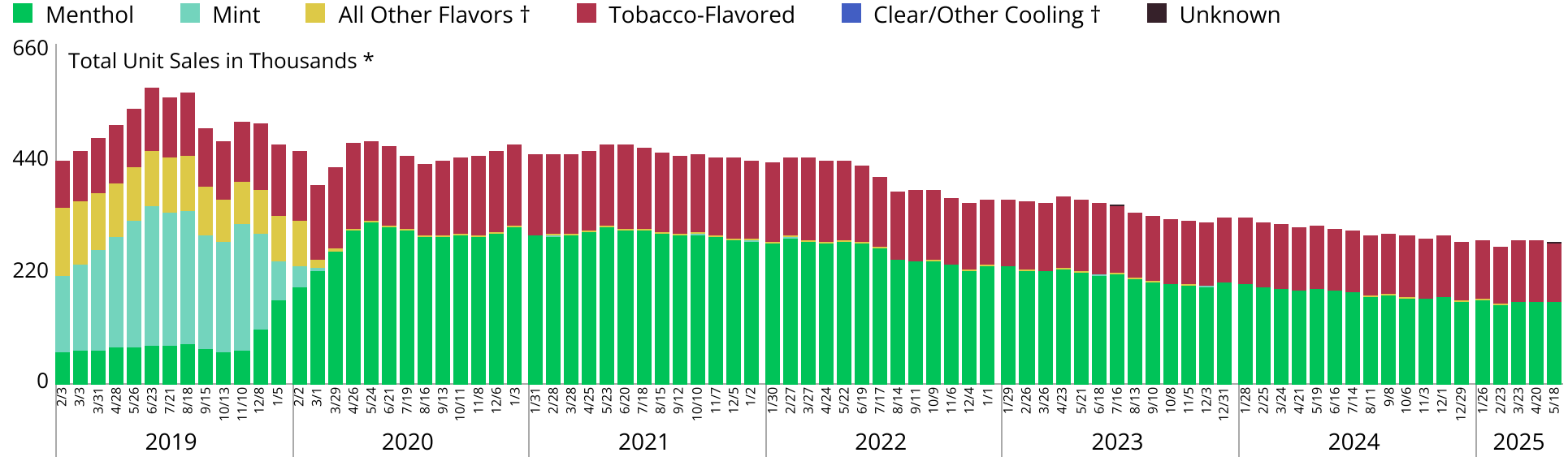
From 2/2/2020 to 5/18/2025, unless otherwise specified

Unit share of disposable devices increased from 35.0% to 63.0%; unit sales increased from 243.4 thousand to 476.8 thousand (+95.9%).

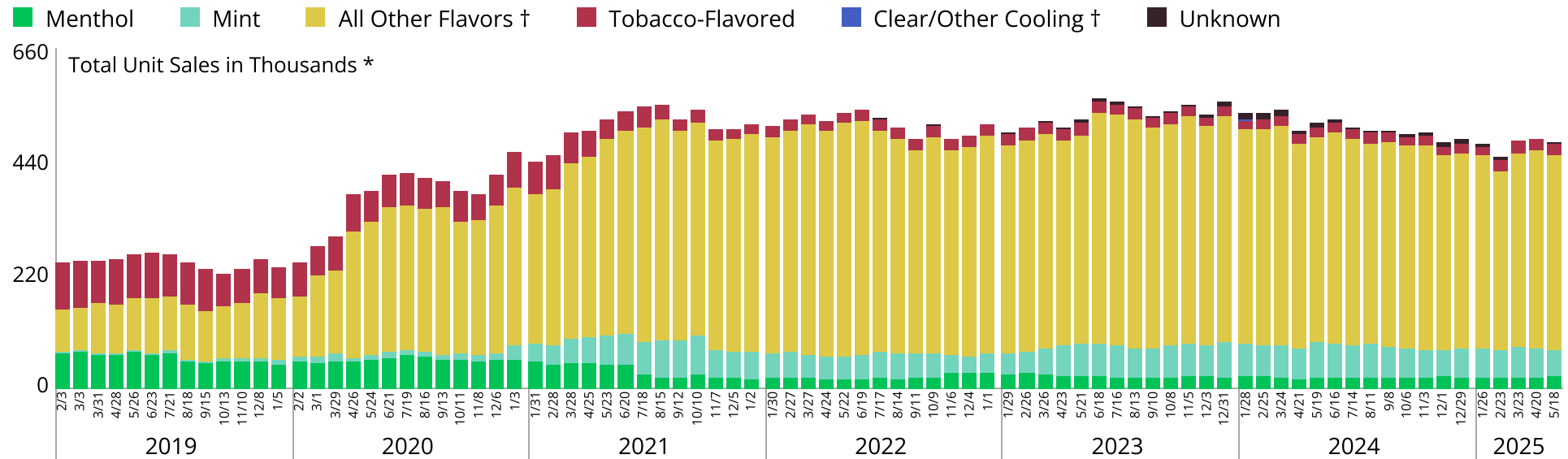
Unit share of prefilled cartridges decreased from 64.9% to 36.3%; unit sales decreased from 451.9 thousand to 275.2 thousand (-39.1%).

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

Prefilled Cartridges



Disposable Devices

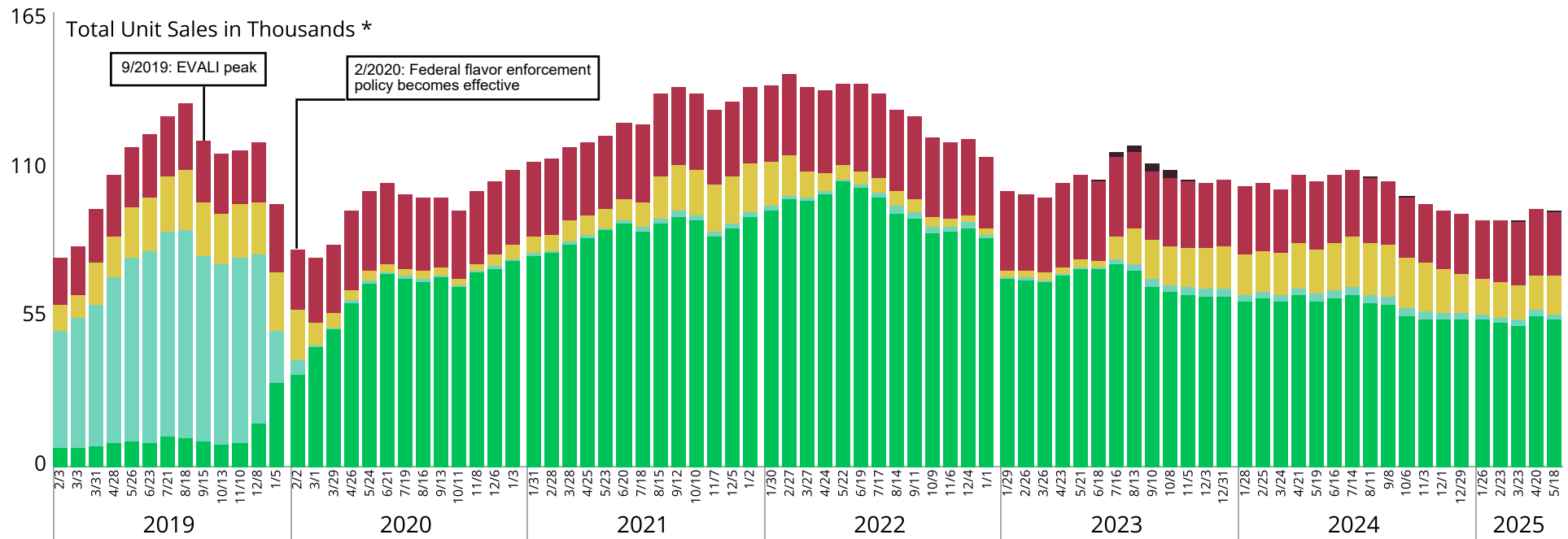


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

Figure 13. Maine E-Cigarette Unit Sales by Flavor

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



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

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

From 2/2/2020 to 5/18/2025, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 78.9 thousand to 92.9 thousand (+17.7%).

Tobacco-flavored e-cigarette sales increased from 21.6 thousand to 23.2 thousand (+7.3%); unit share decreased from 27.4% to 25.0%.

Non-tobacco-flavored e-cigarette sales increased from 57.3 thousand to 69.6 thousand (+21.5%); unit share increased from 72.6% to 74.9%.

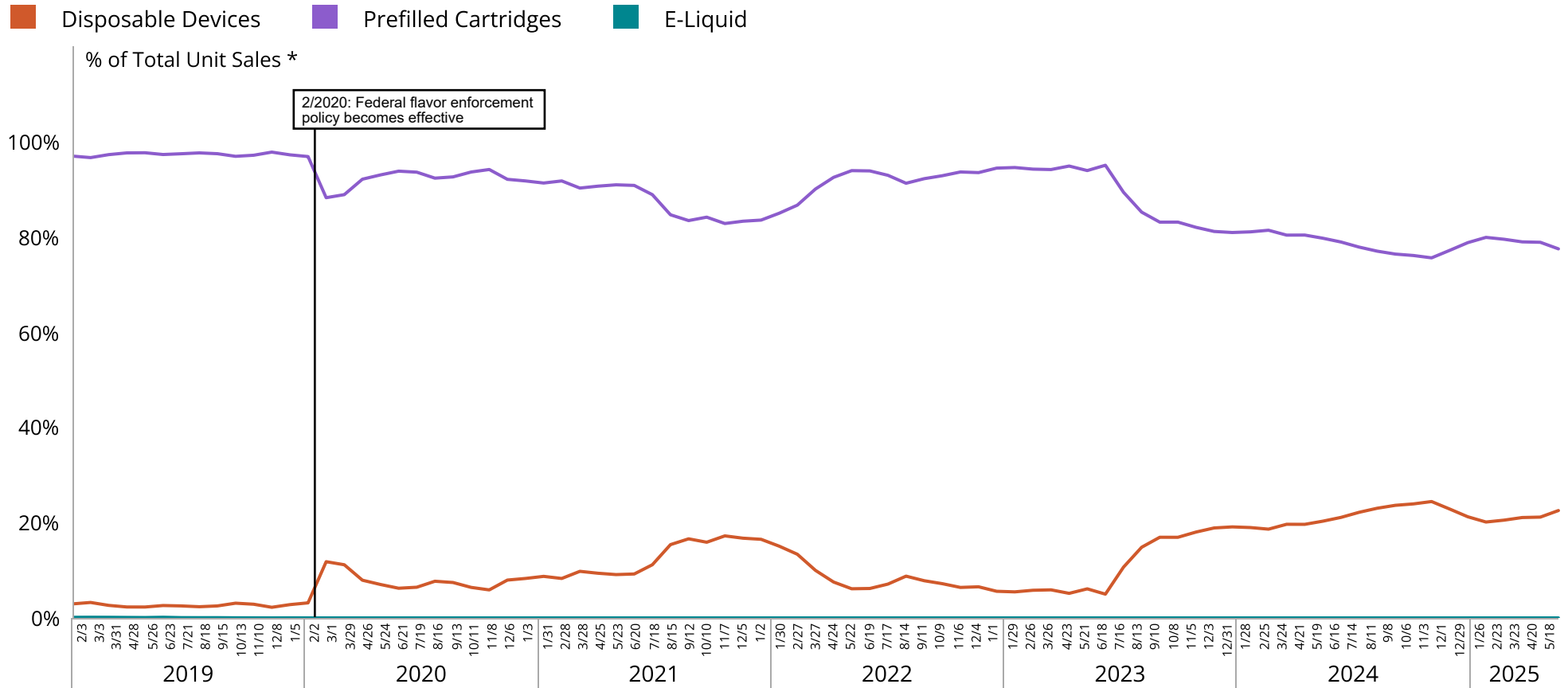
Menthol-flavored e-cigarette sales increased from 33.7 thousand to 53.3 thousand (+58.4%); unit share increased from 42.7% to 57.4%.

Mint-flavored e-cigarette sales decreased from 5.2 thousand to 2.2 thousand (-56.7%); unit share decreased from 6.5% to 2.4%.

All other-flavored e-cigarette sales decreased from 18.4 thousand to 14.0 thousand (-24.2%); unit share decreased from 23.4% to 15.0%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales increased from 0.0 to 0.0 thousand (+2,923.3%); unit share increased from 0.0% to 0.0%.

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



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

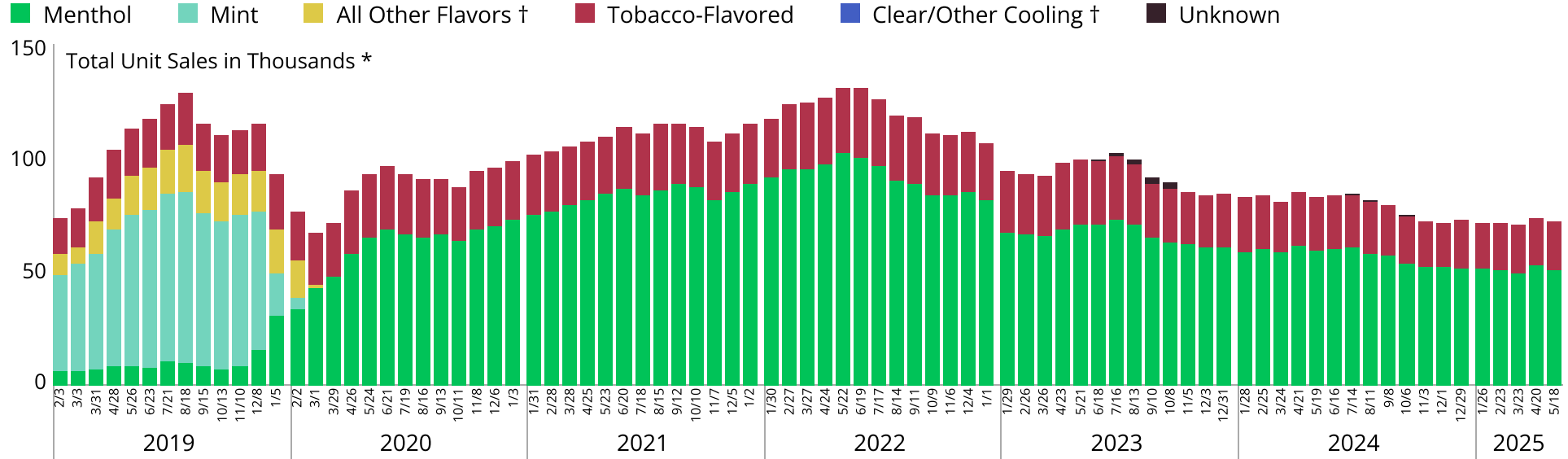
Trends of Unit Sales by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 5/18/2025, unless otherwise specified

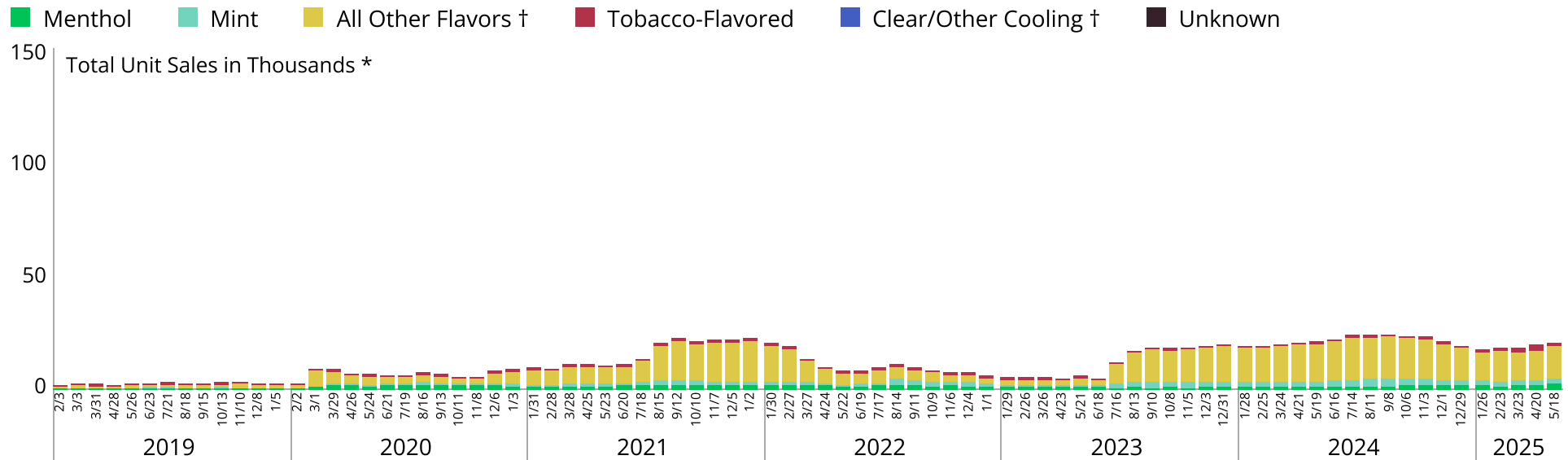
- Unit share of disposable devices increased from 3.2% to 22.5%; unit sales increased from 2.5 thousand to 20.9 thousand (+739.3%).
- Unit share of prefilled cartridges decreased from 96.8% to 77.5%; unit sales decreased from 76.4 thousand to 71.9 thousand (-5.8%).

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

Prefilled Cartridges



Disposable Devices

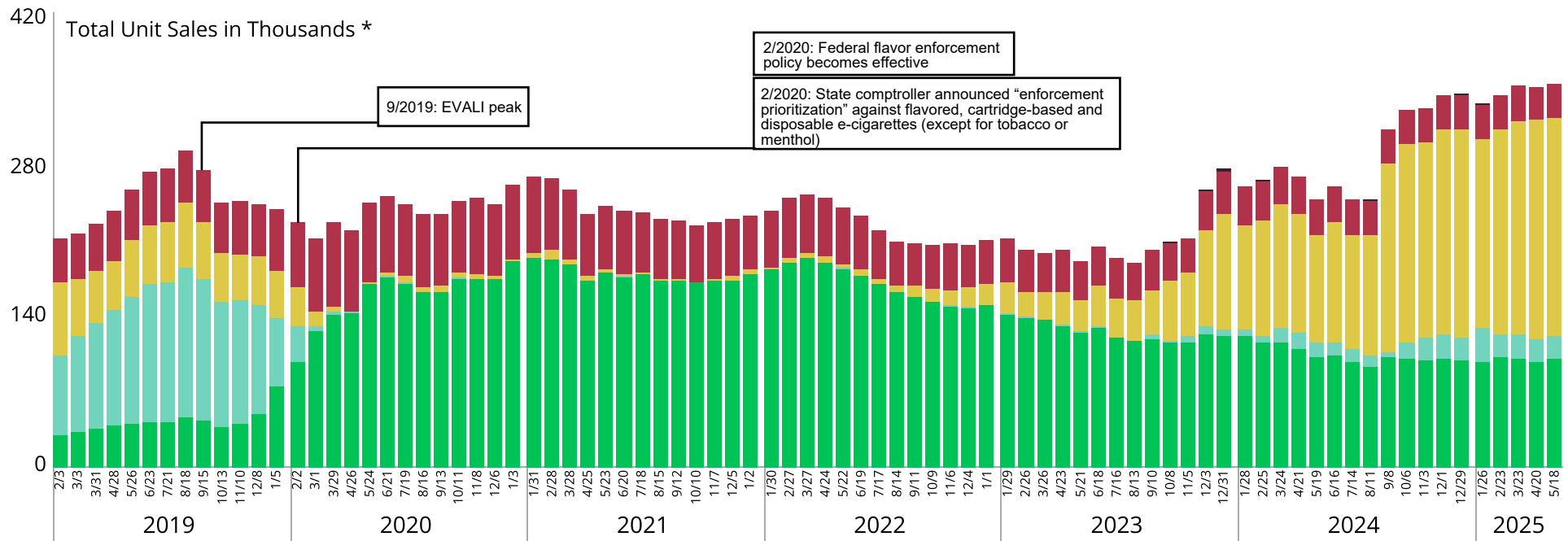


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Figure 16. Maryland E-Cigarette Unit Sales by Flavor

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



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

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

From 2/2/2020 to 5/18/2025, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 225.8 thousand to 353.8 thousand (+56.7%).

Tobacco-flavored e-cigarette sales decreased from 58.7 thousand to 31.0 thousand (-47.1%); unit share decreased from 26.0% to 8.8%.

Non-tobacco-flavored e-cigarette sales increased from 167.1 thousand to 322.4 thousand (+92.9%); unit share increased from 74.0% to 91.1%.

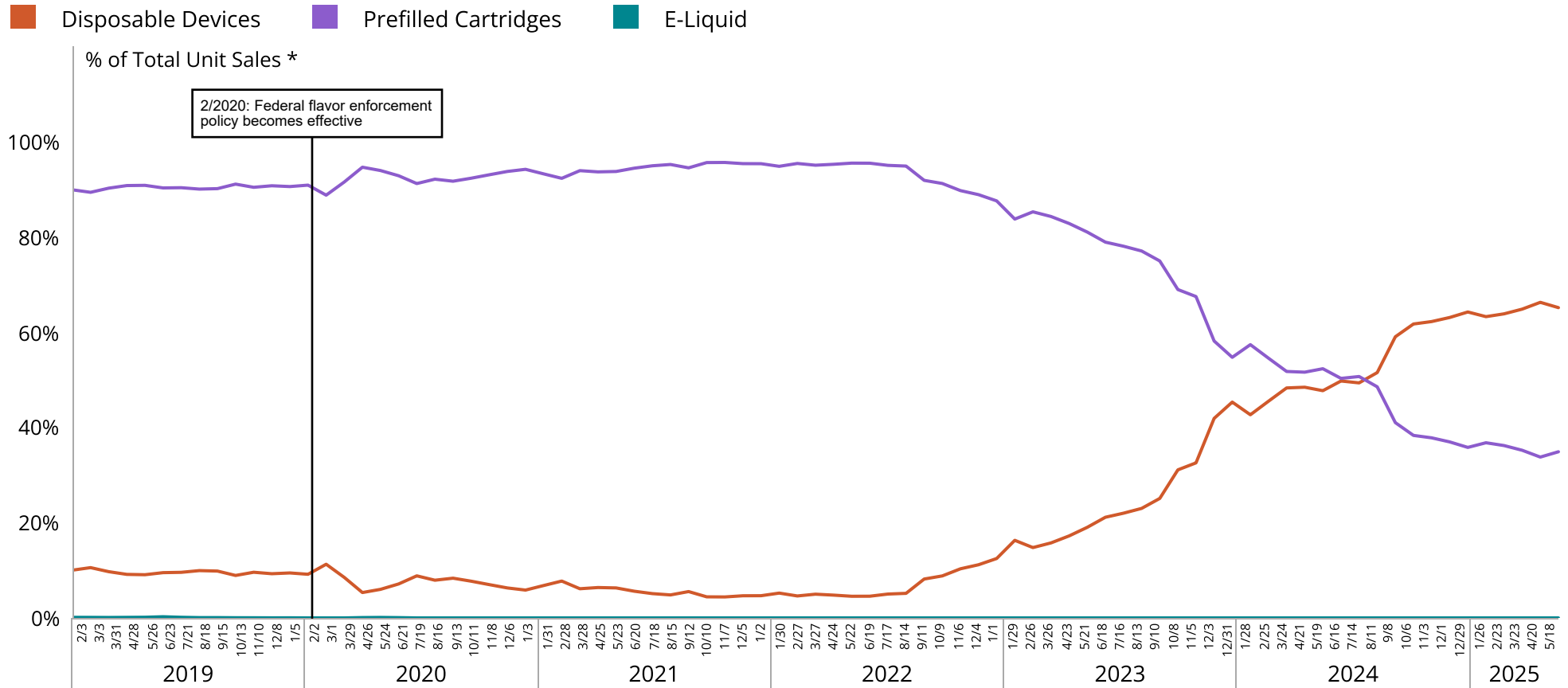
Menthol-flavored e-cigarette sales increased from 97.9 thousand to 100.1 thousand (+2.2%); unit share decreased from 43.4% to 28.3%.

Mint-flavored e-cigarette sales decreased from 32.4 thousand to 21.8 thousand (-32.6%); unit share decreased from 14.4% to 6.2%.

All other-flavored e-cigarette sales increased from 36.8 thousand to 200.4 thousand (+445.3%); unit share increased from 16.3% to 56.7%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales increased from 0.0 to 0.0 thousand (+316.9%); unit share increased from 0.0% to 0.0%.

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



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

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

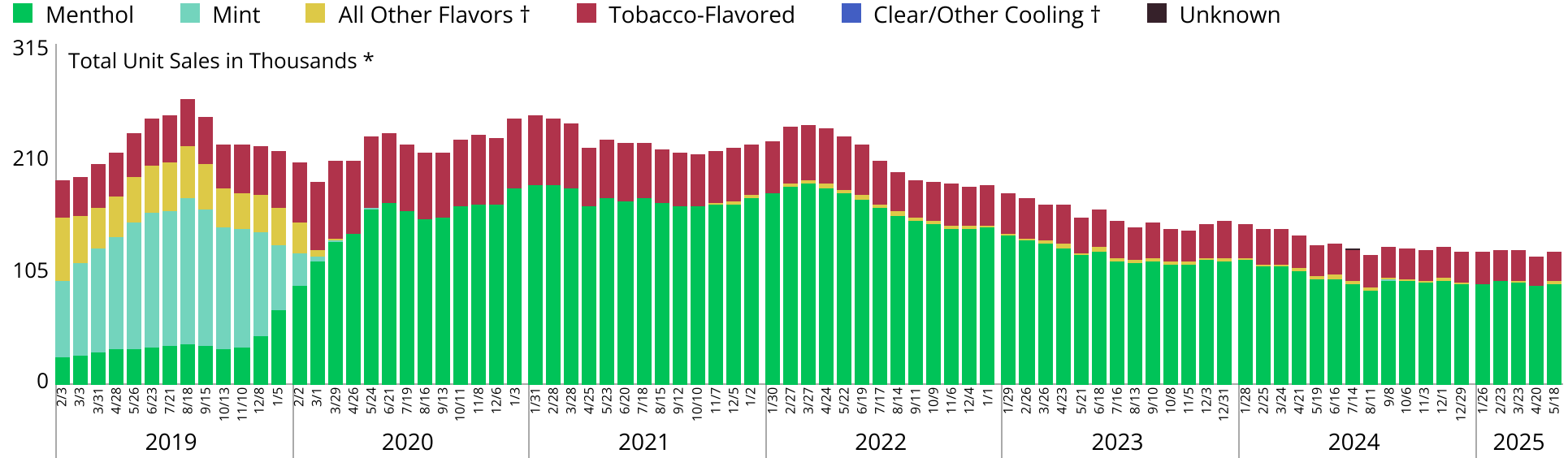
From 2/2/2020 to 5/18/2025, unless otherwise specified

Unit share of disposable devices increased from 9.2% to 65.1%; unit sales increased from 20.7 thousand to 230.4 thousand (+1,014.0%).

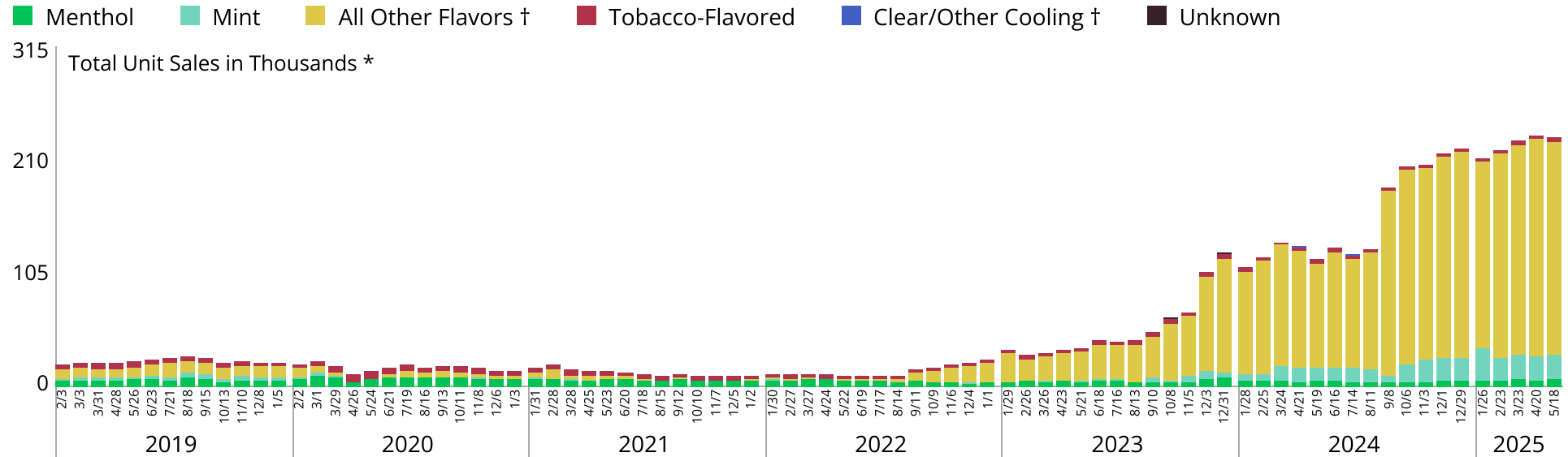
Unit share of prefilled cartridges decreased from 90.8% to 34.9%; unit sales decreased from 205.1 thousand to 123.4 thousand (-39.8%).

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

Prefilled Cartridges



Disposable Devices

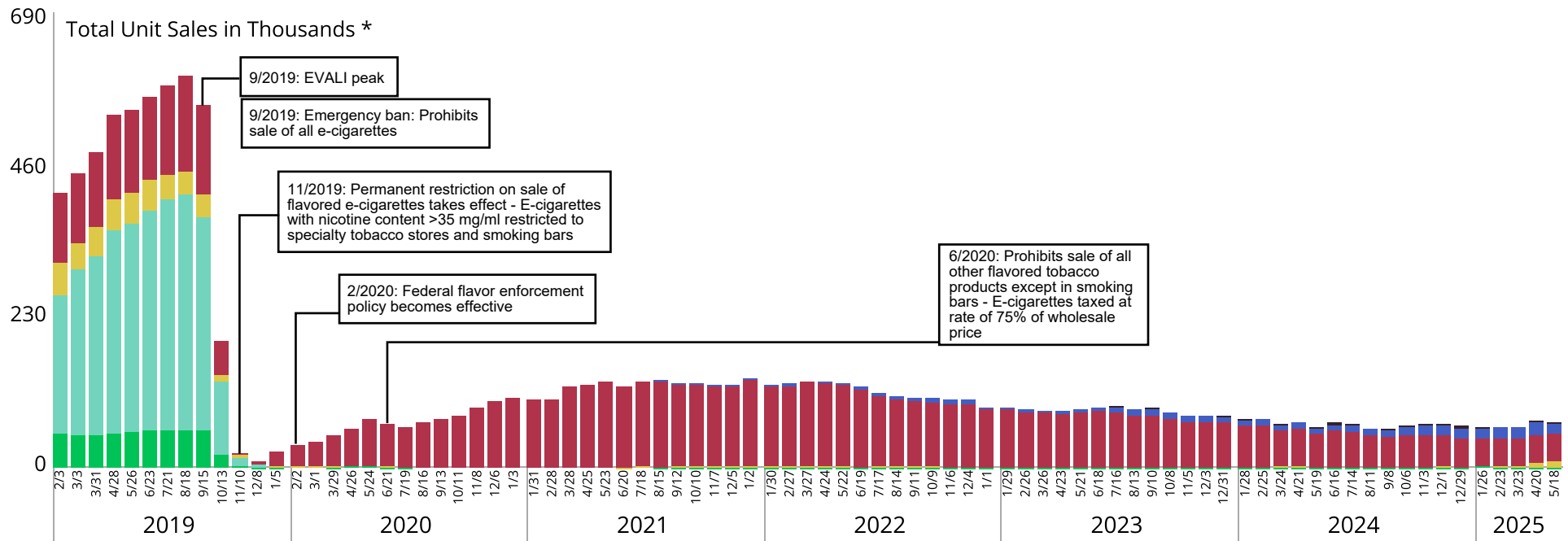


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

Figure 19. Massachusetts E-Cigarette Unit Sales by Flavor

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



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

From 9/15/2019 to 5/18/2025, unless otherwise specified

Following Massachusetts's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 548.6 thousand to 69.3 thousand (-87.4%).

Tobacco-flavored e-cigarette sales decreased from 135.8 thousand to 42.4 thousand (-68.8%); unit share increased from 24.8% to 61.1%.

Non-tobacco-flavored e-cigarette sales decreased from 412.8 thousand to 25.1 thousand (-93.9%); unit share decreased from 75.2% to 36.2%.

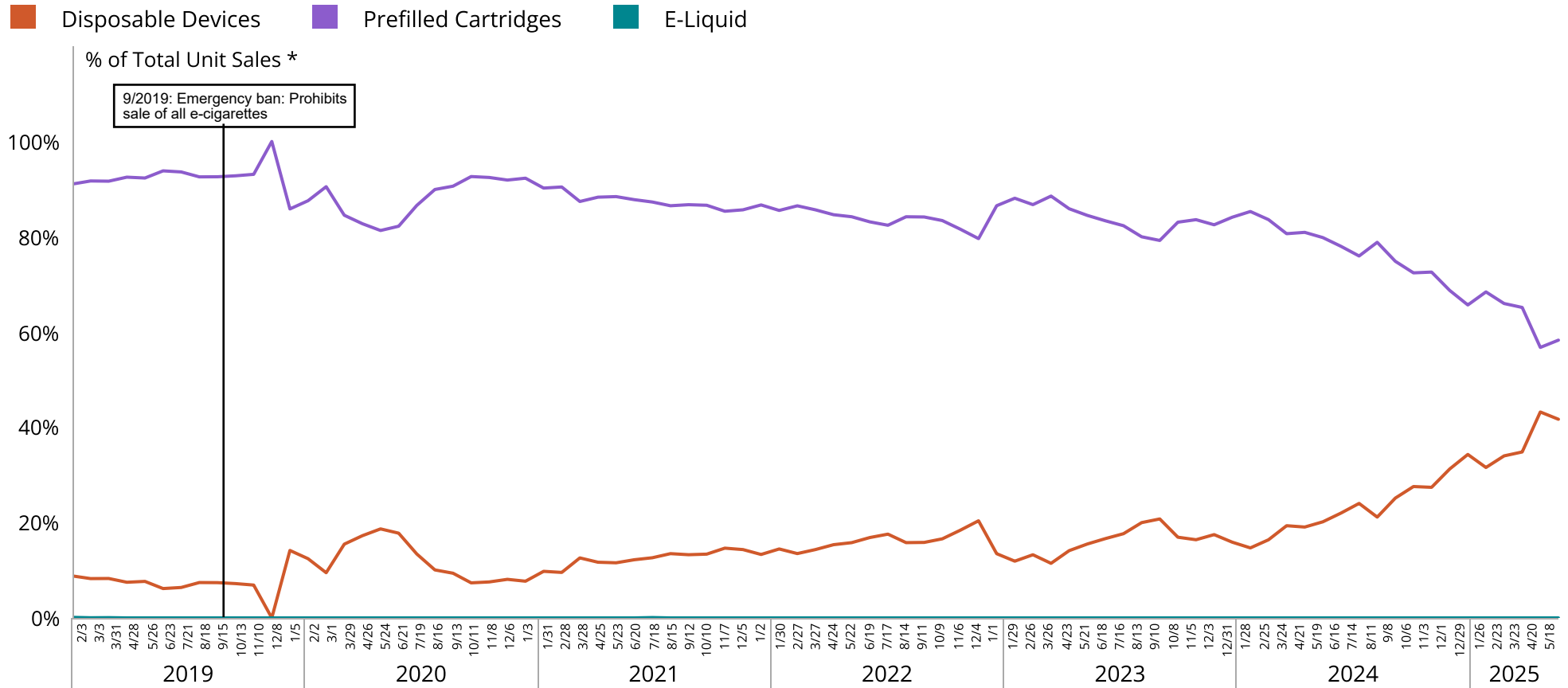
Menthol-flavored e-cigarette sales decreased from 55.5 thousand to 0.8 thousand (-98.5%); unit share decreased from 10.1% to 1.2%.

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

All other-flavored e-cigarette sales decreased from 32.4 thousand to 7.9 thousand (-75.6%); unit share increased from 5.9% to 11.4%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales increased from 8.0 thousand to 16.4 thousand (+105.9%); unit share increased from 1.4% to 23.6%.

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



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

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

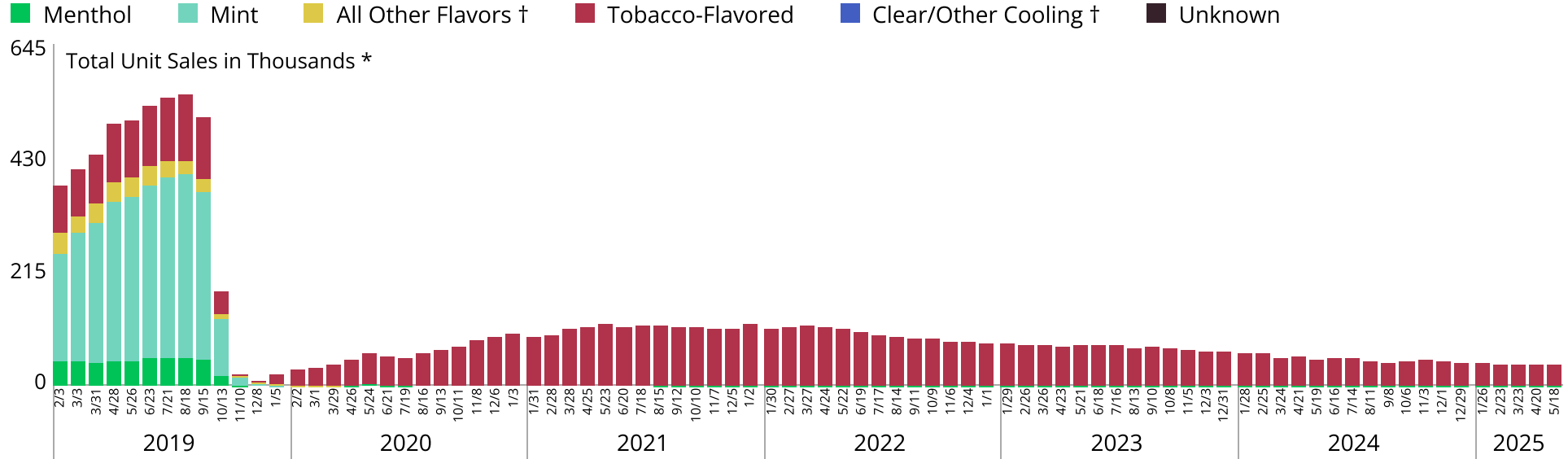
From 9/15/2019 to 5/18/2025, unless otherwise specified

Unit share of disposable devices increased from 7.4% to 41.7%; unit sales decreased from 40.6 thousand to 28.9 thousand (-28.9%).

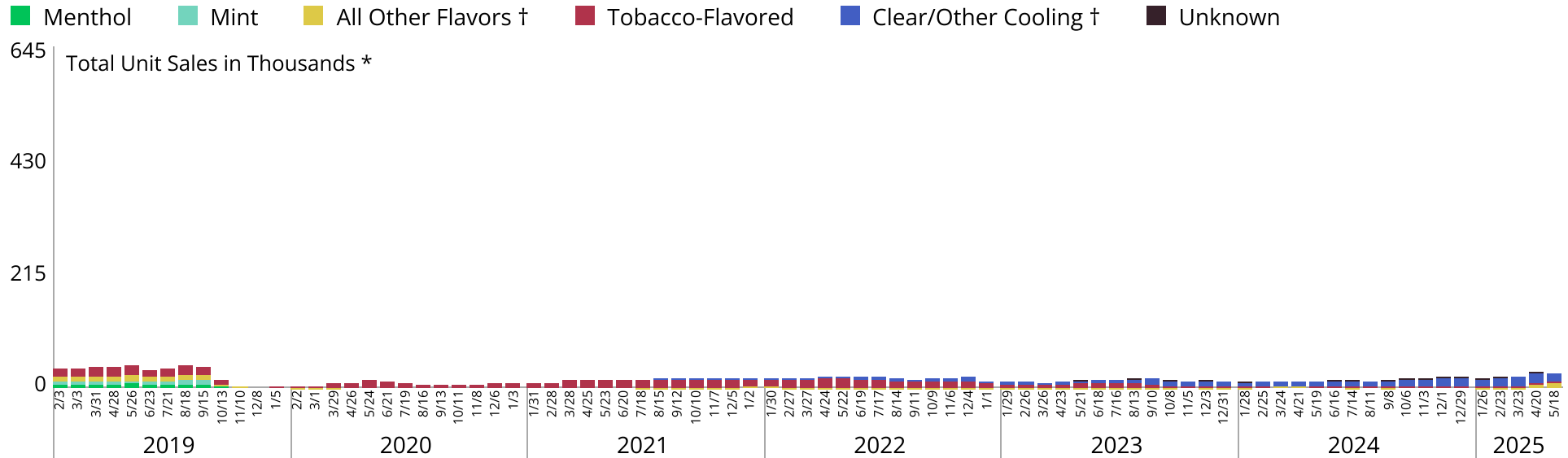
Unit share of prefilled cartridges decreased from 92.6% to 58.3%; unit sales decreased from 508 thousand to 40.4 thousand (-92.0%).

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

Prefilled Cartridges



Disposable Devices

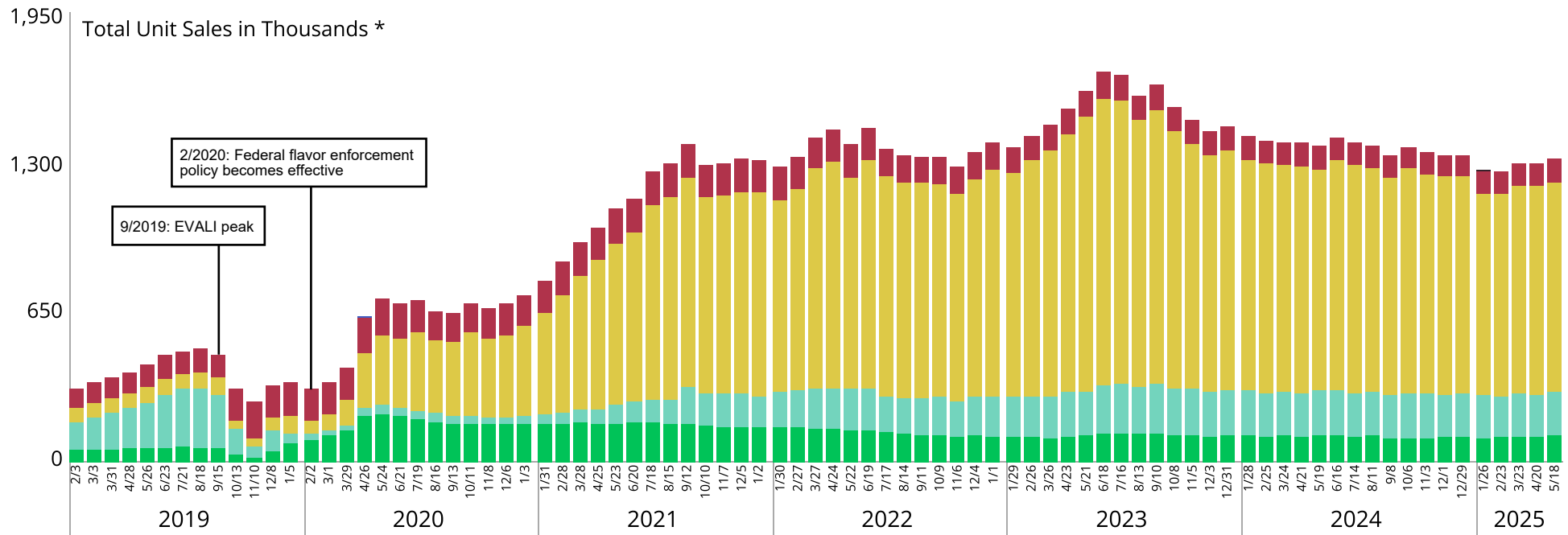


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

Figure 22. Michigan E-Cigarette Unit Sales by Flavor

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



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

From 2/2/2020 to 5/18/2025, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 320 thousand to 1316.8 thousand (+311.5%).

Tobacco-flavored e-cigarette sales decreased from 135.6 thousand to 101.4 thousand (-25.2%); unit share decreased from 42.4% to 7.7%.

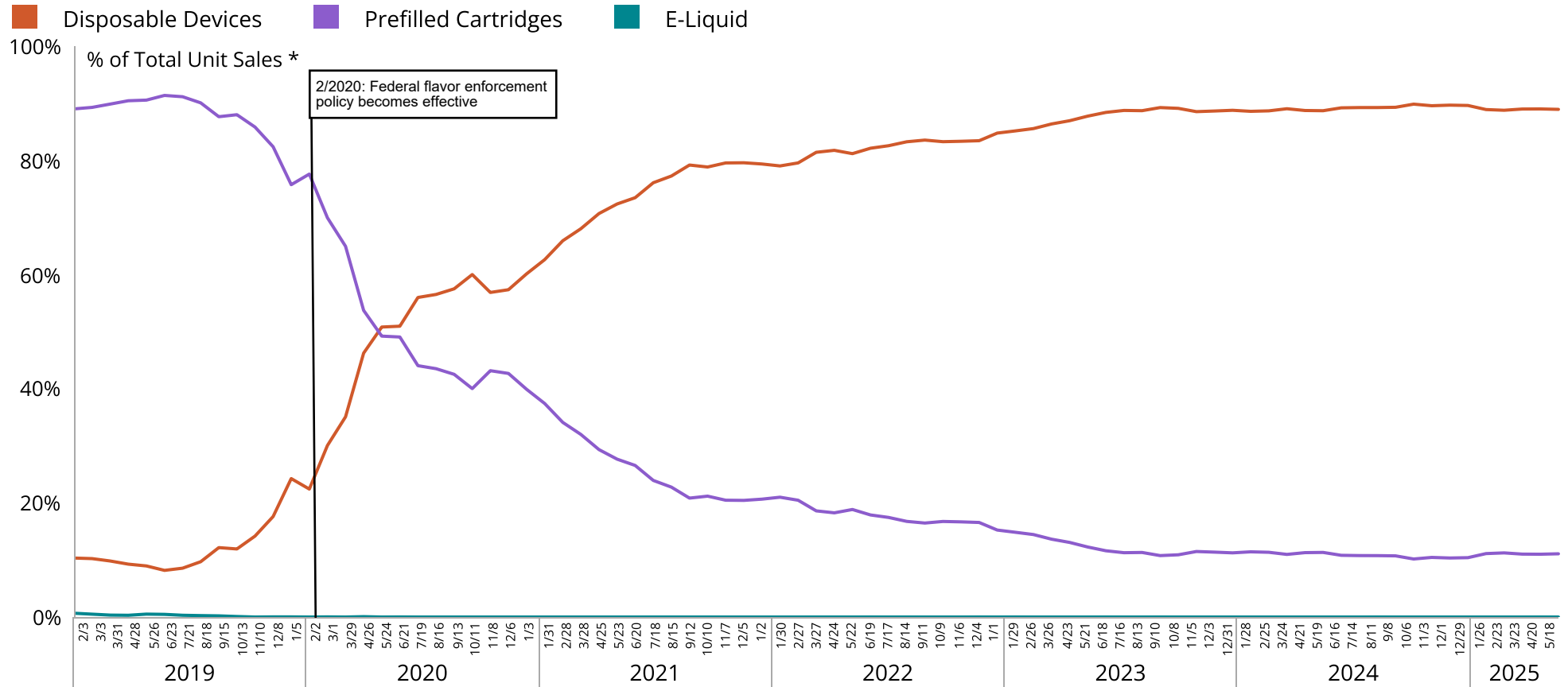
Non-tobacco-flavored e-cigarette sales increased from 184.3 thousand to 1,214.9 thousand (+559.3%); unit share increased from 57.6% to 92.3%.

Menthol-flavored e-cigarette sales increased from 94.3 thousand to 115.4 thousand (+22.4%); unit share decreased from 29.5% to 8.8%.

Mint-flavored e-cigarette sales increased from 31.4 thousand to 188.0 thousand (+498.3%); unit share increased from 9.8% to 14.3%.

All other-flavored e-cigarette sales increased from 57.5 thousand to 911.5 thousand (+1,485.1%); unit share increased from 18.0% to 69.2%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales decreased from 0.0 thousand to 0.0 thousand (-30.0%); unit share decreased from 0.0% to 0.0%.

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

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

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

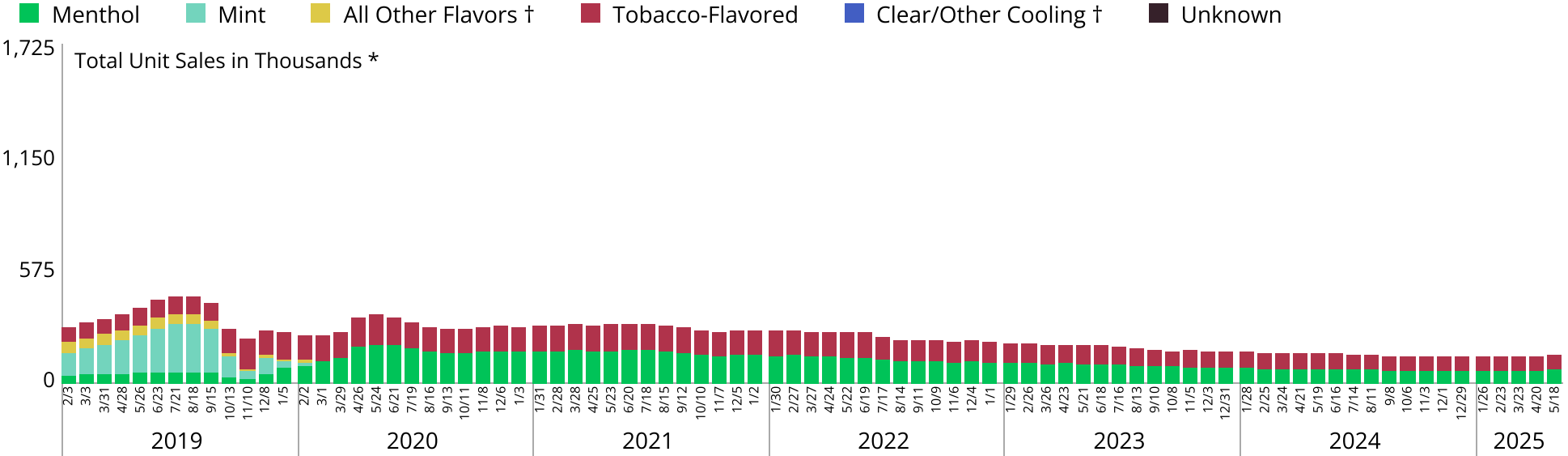
From 2/2/2020 to 5/18/2025, unless otherwise specified

Unit share of disposable devices increased from 22.4% to 88.9%; unit sales increased from 71.7 thousand to 1170.9 thousand (+1,532.6%).

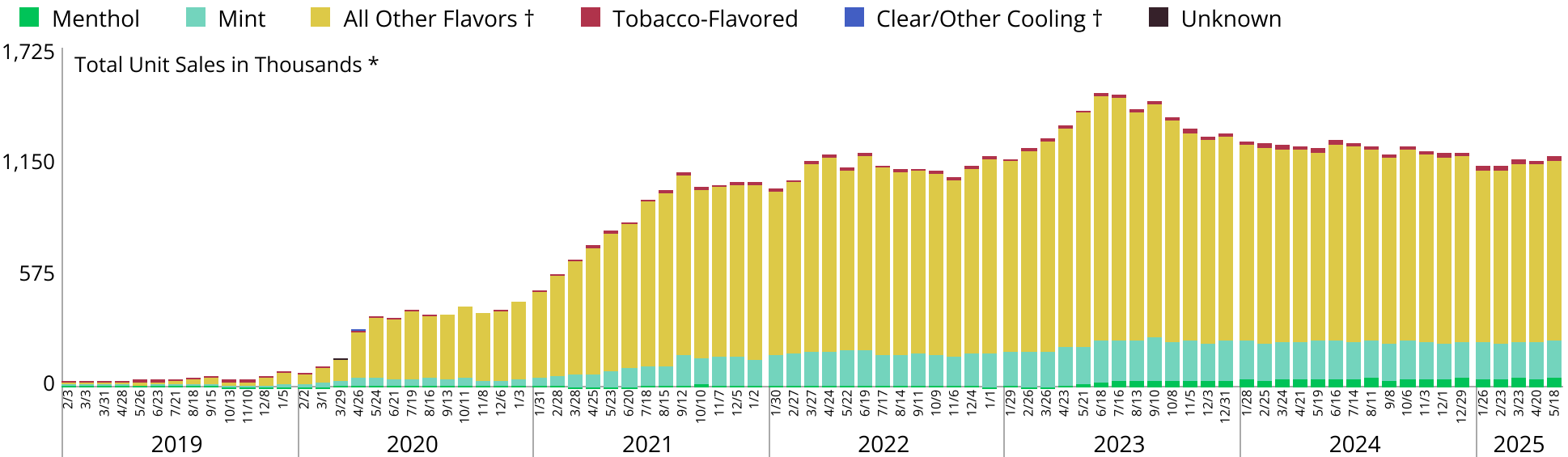
Unit share of prefilled cartridges decreased from 77.6% to 11.1%; unit sales decreased from 248.3 thousand to 145.9 thousand (-41.3%).

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

Prefilled Cartridges



Disposable Devices

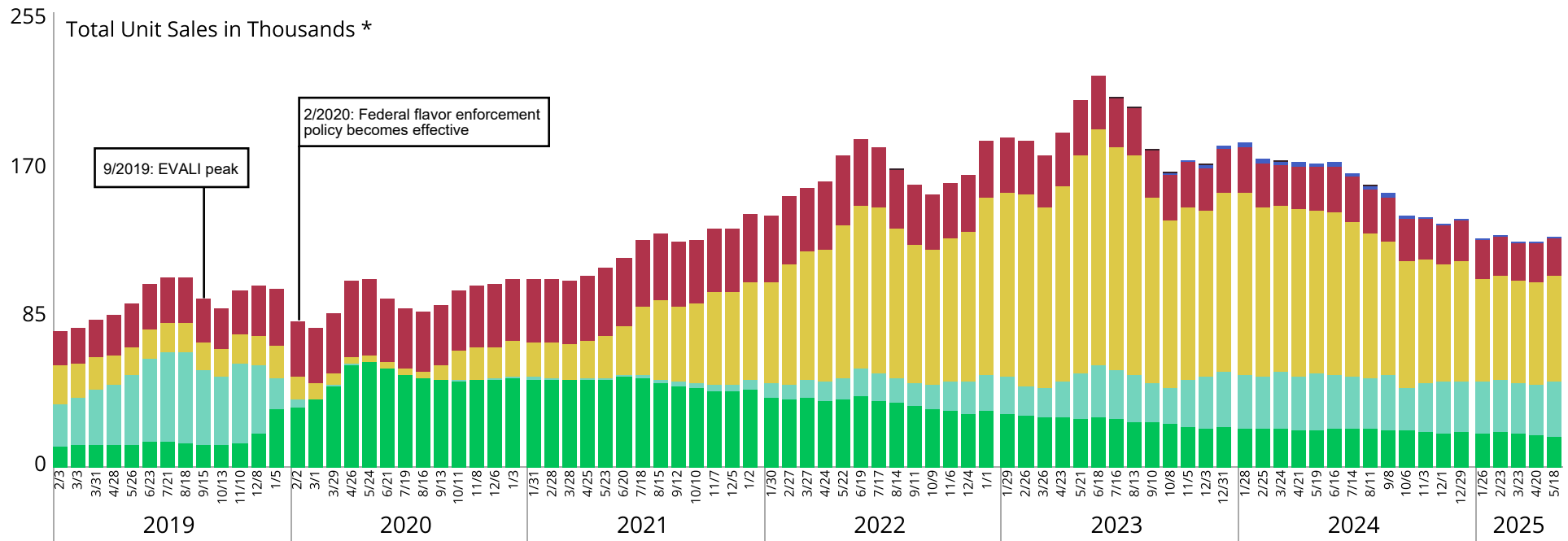


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

Figure 25. Minnesota E-Cigarette Unit Sales by Flavor

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



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

From 2/2/2020 to 5/18/2025, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 81.5 thousand to 129.2 thousand (+58.6%).

Tobacco-flavored e-cigarette sales decreased from 30.8 thousand to 21.2 thousand (-31.3%); unit share decreased from 37.8% to 16.4%.

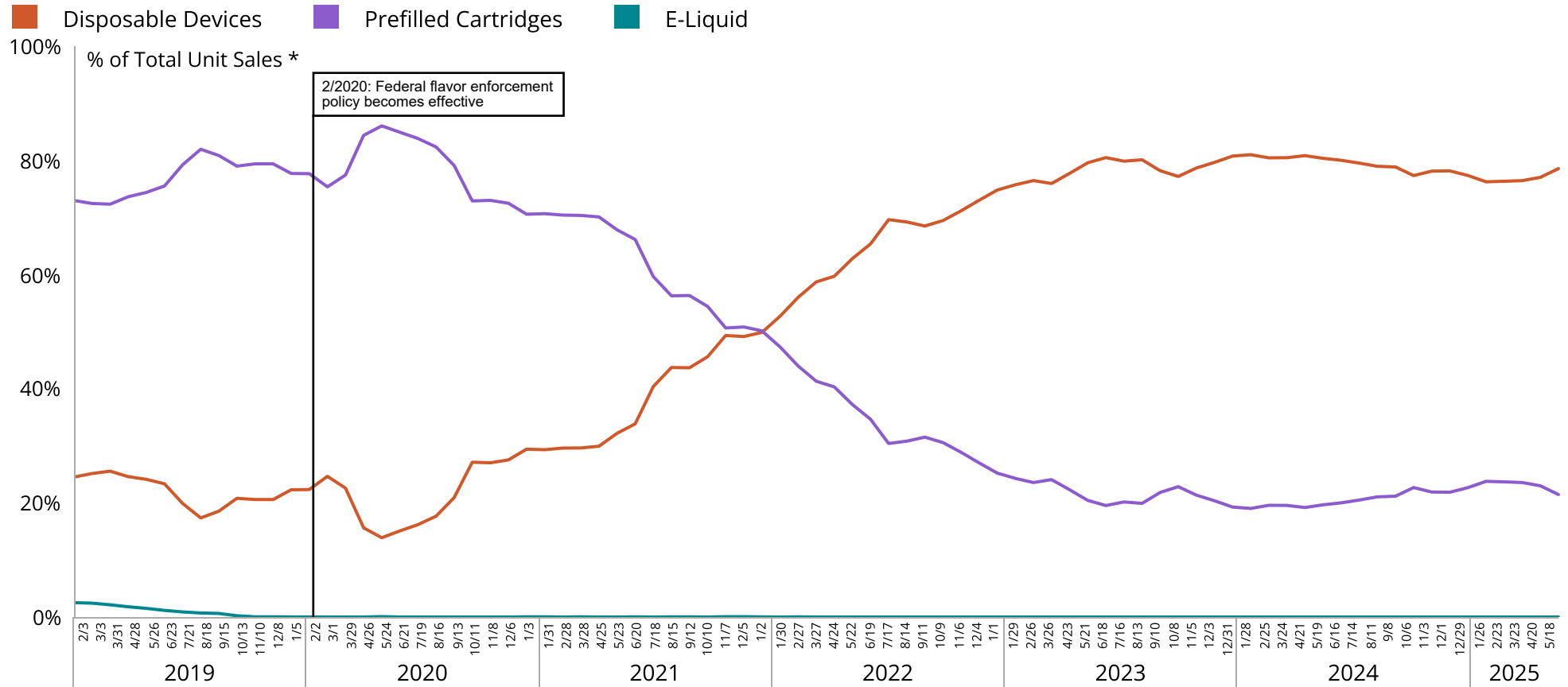
Non-tobacco-flavored e-cigarette sales increased from 50.7 thousand to 108.0 thousand (+113.2%); unit share increased from 62.2% to 83.6%.

Menthol-flavored e-cigarette sales decreased from 33.9 thousand to 17.6 thousand (-48.1%); unit share decreased from 41.6% to 13.6%.

Mint-flavored e-cigarette sales increased from 4.0 thousand to 30.9 thousand (+673.9%); unit share increased from 4.9% to 23.9%.

All other-flavored e-cigarette sales increased from 12.8 thousand to 59.0 thousand (+360.9%); unit share increased from 15.7% to 45.6%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales increased from 0.0 to 0.6 thousand (+62,569.0%); unit share increased from 0.0% to 0.5%.

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

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

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

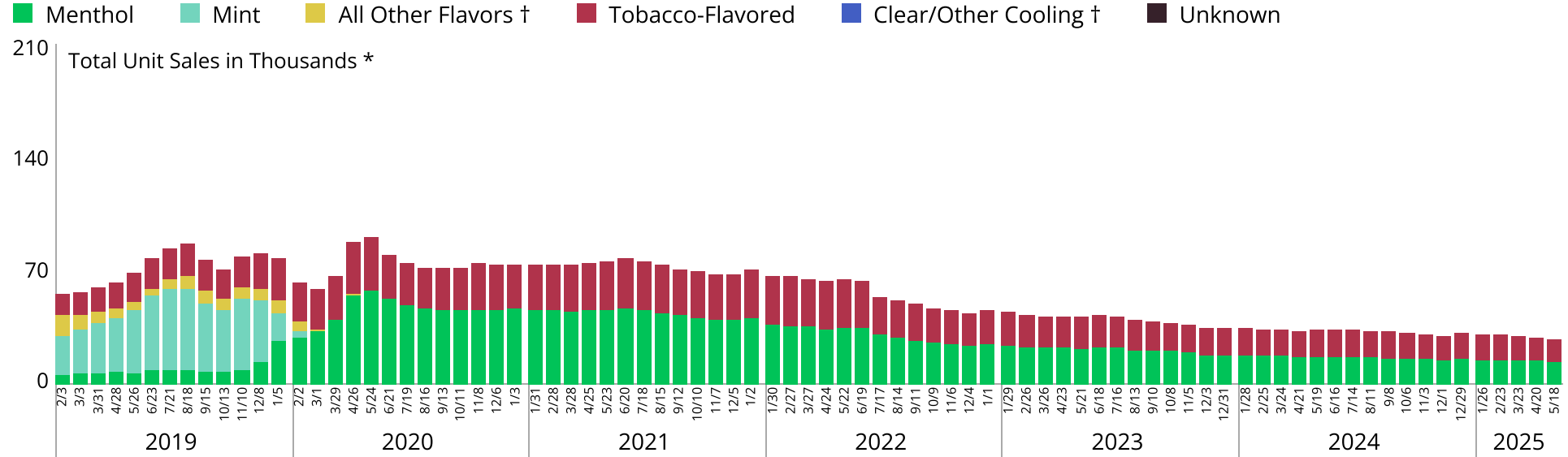
From 2/2/2020 to 5/18/2025, unless otherwise specified

Unit share of disposable devices increased from 22.3% to 78.5%; unit sales increased from 18.2 thousand to 101.5 thousand (+457.8%).

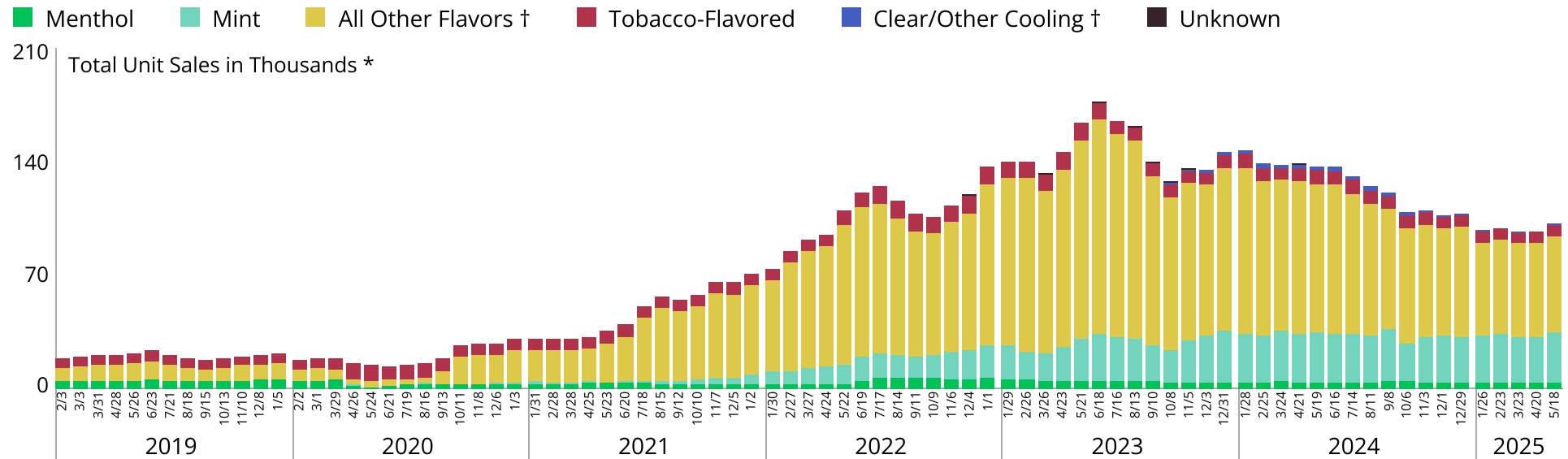
Unit share of prefilled cartridges decreased from 77.7% to 21.5%; unit sales decreased from 63.3 thousand to 27.7 thousand (-56.2%).

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

Prefilled Cartridges



Disposable Devices

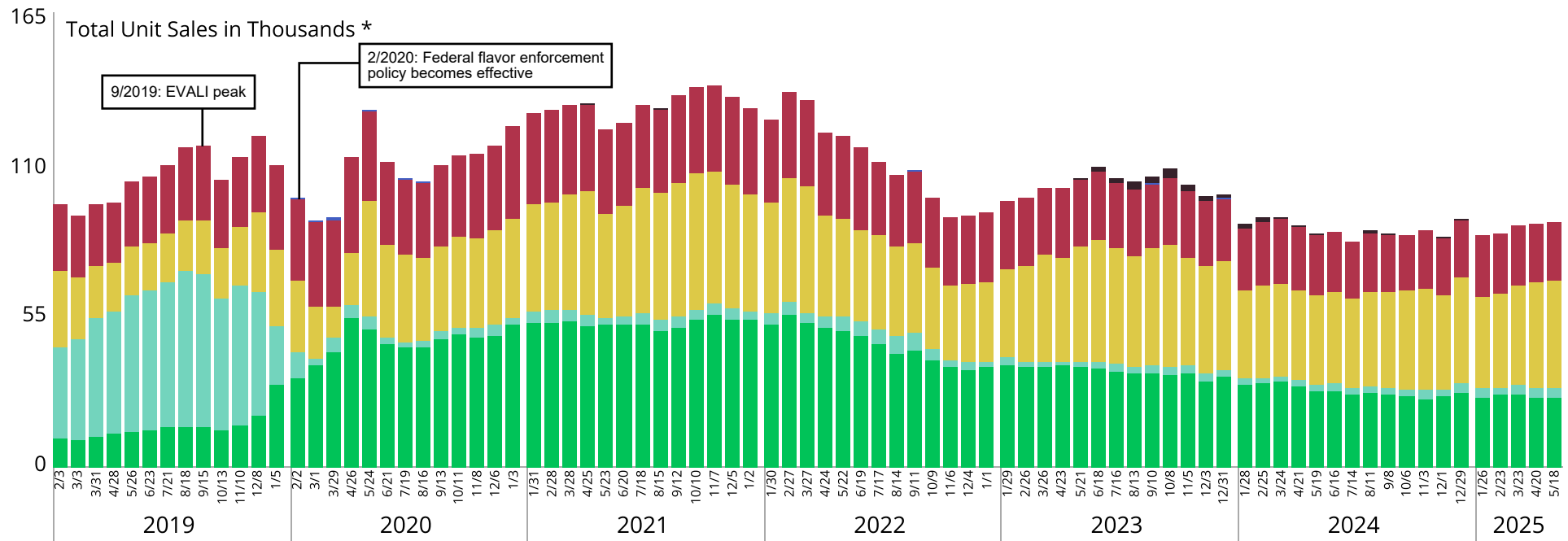


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

Figure 28. Nevada E-Cigarette Unit Sales by Flavor

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



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

From 2/2/2020 to 5/18/2025, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales decreased from 97.5 thousand to 89 thousand (-8.7%).

Tobacco-flavored e-cigarette sales decreased from 29.5 thousand to 21.3 thousand (-28.0%); unit share decreased from 30.3% to 23.9%.

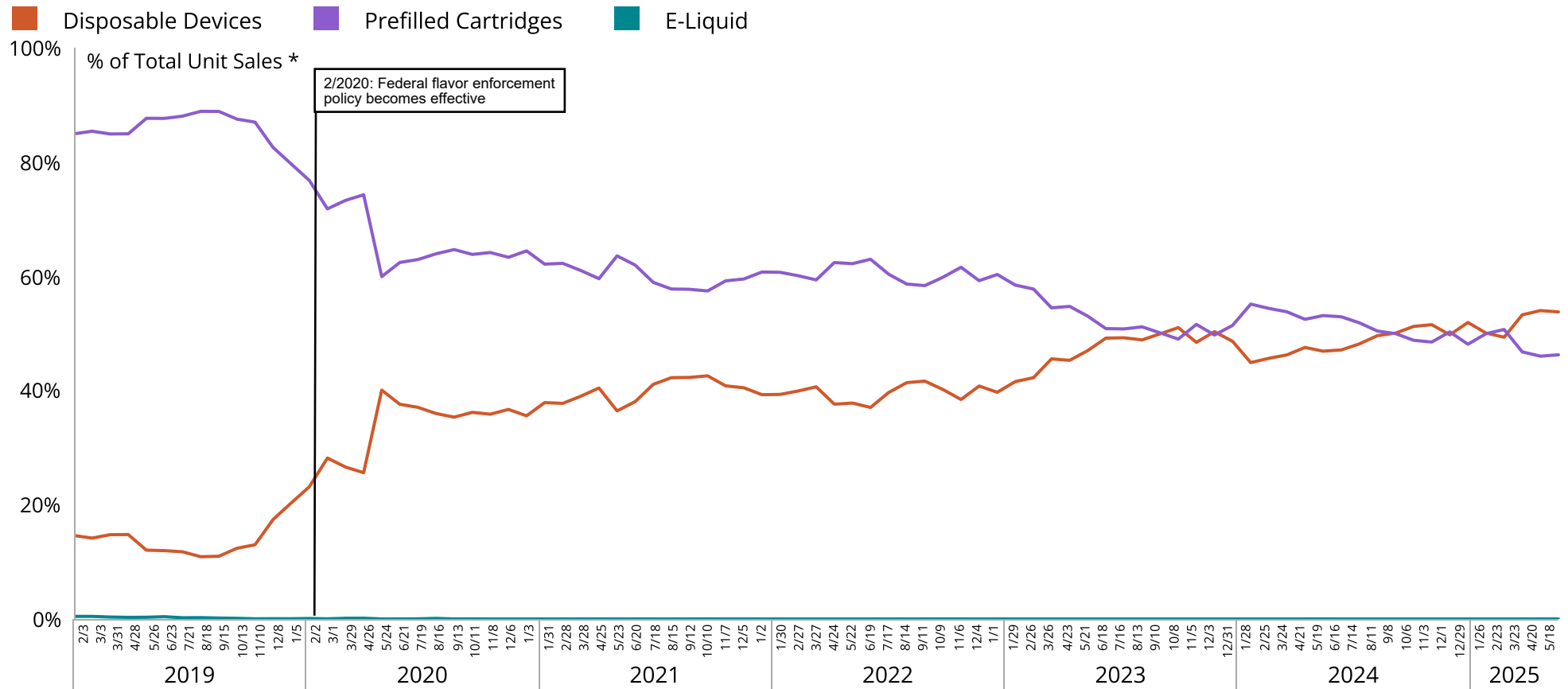
Non-tobacco-flavored e-cigarette sales decreased from 68.0 thousand to 67.7 thousand (-0.5%); unit share increased from 69.7% to 76.0%.

Menthol-flavored e-cigarette sales decreased from 32.5 thousand to 25.3 thousand (-22.2%); unit share decreased from 33.3% to 28.4%.

Mint-flavored e-cigarette sales decreased from 9.6 thousand to 3.3 thousand (-65.3%); unit share decreased from 9.8% to 3.7%.

All other-flavored e-cigarette sales increased from 25.7 thousand to 39.0 thousand (+51.8%); unit share increased from 26.4% to 43.8%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales decreased from 0.1 thousand to 0.0 (-41.7%); unit share decreased from 0.1% to 0.1%.

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

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

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

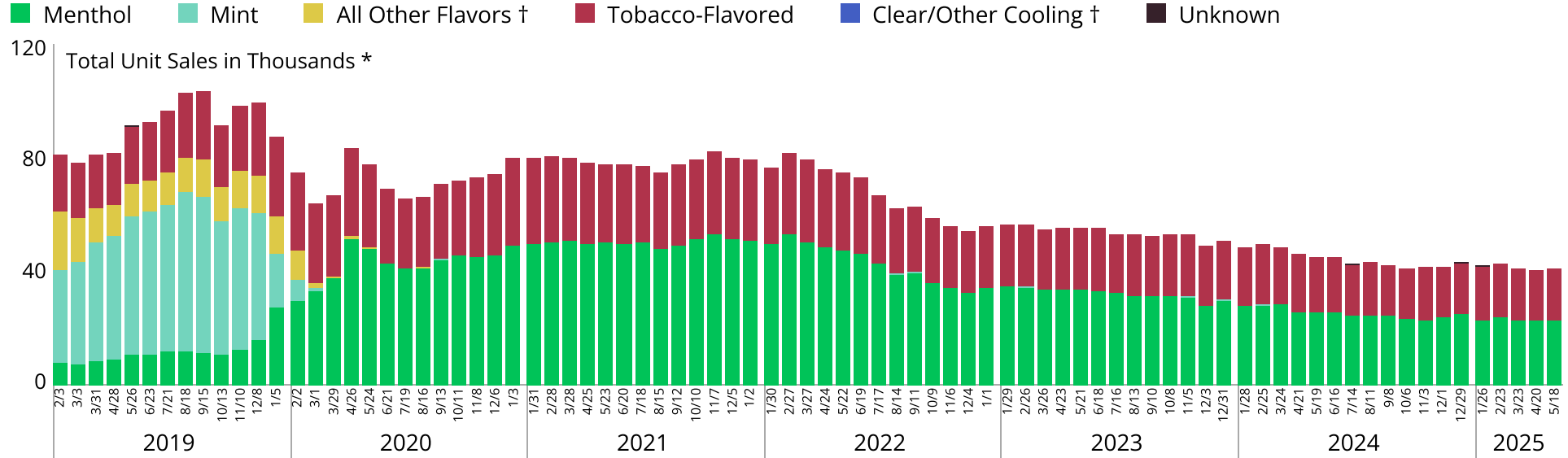
From 2/2/2020 to 5/18/2025, unless otherwise specified

Unit share of disposable devices increased from 23.1% to 53.8%; unit sales increased from 22.6 thousand to 47.9 thousand (+112.1%).

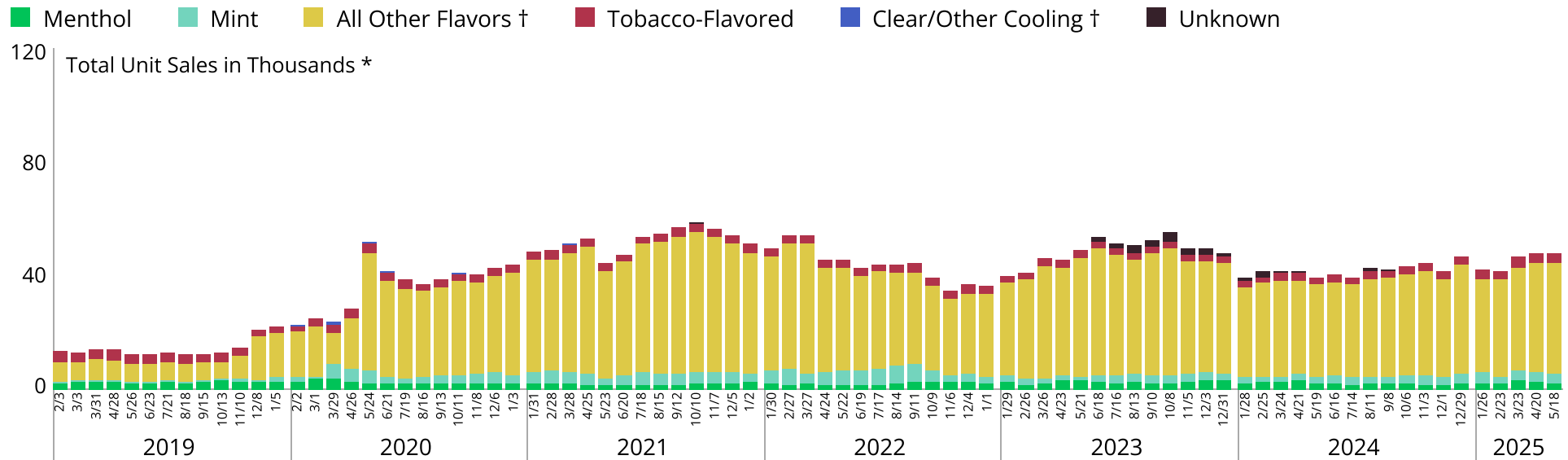
Unit share of prefilled cartridges decreased from 76.8% to 46.2%; unit sales decreased from 74.9 thousand to 41.2 thousand (-45.0%).

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

Prefilled Cartridges



Disposable Devices

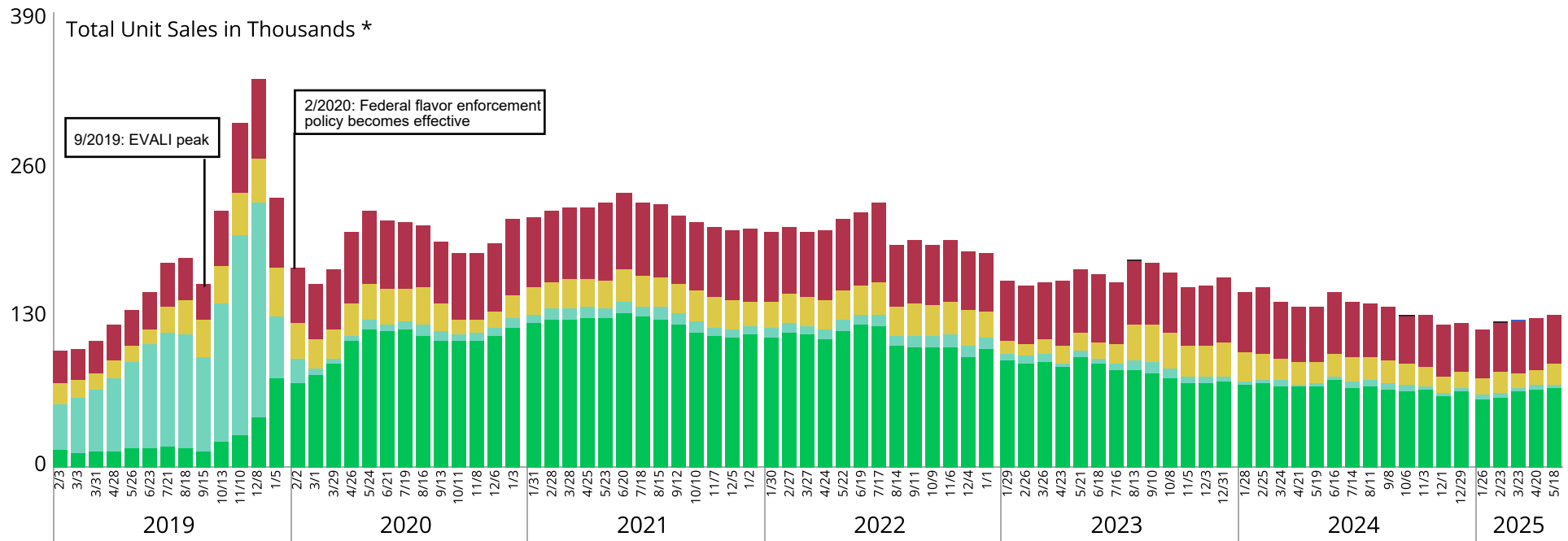


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

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



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

From 2/2/2020 to 5/18/2025, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales decreased from 171.7 thousand to 131.1 thousand (-23.7%).

Tobacco-flavored e-cigarette sales decreased from 48.3 thousand to 41.3 thousand (-14.4%); unit share increased from 28.1% to 31.5%.

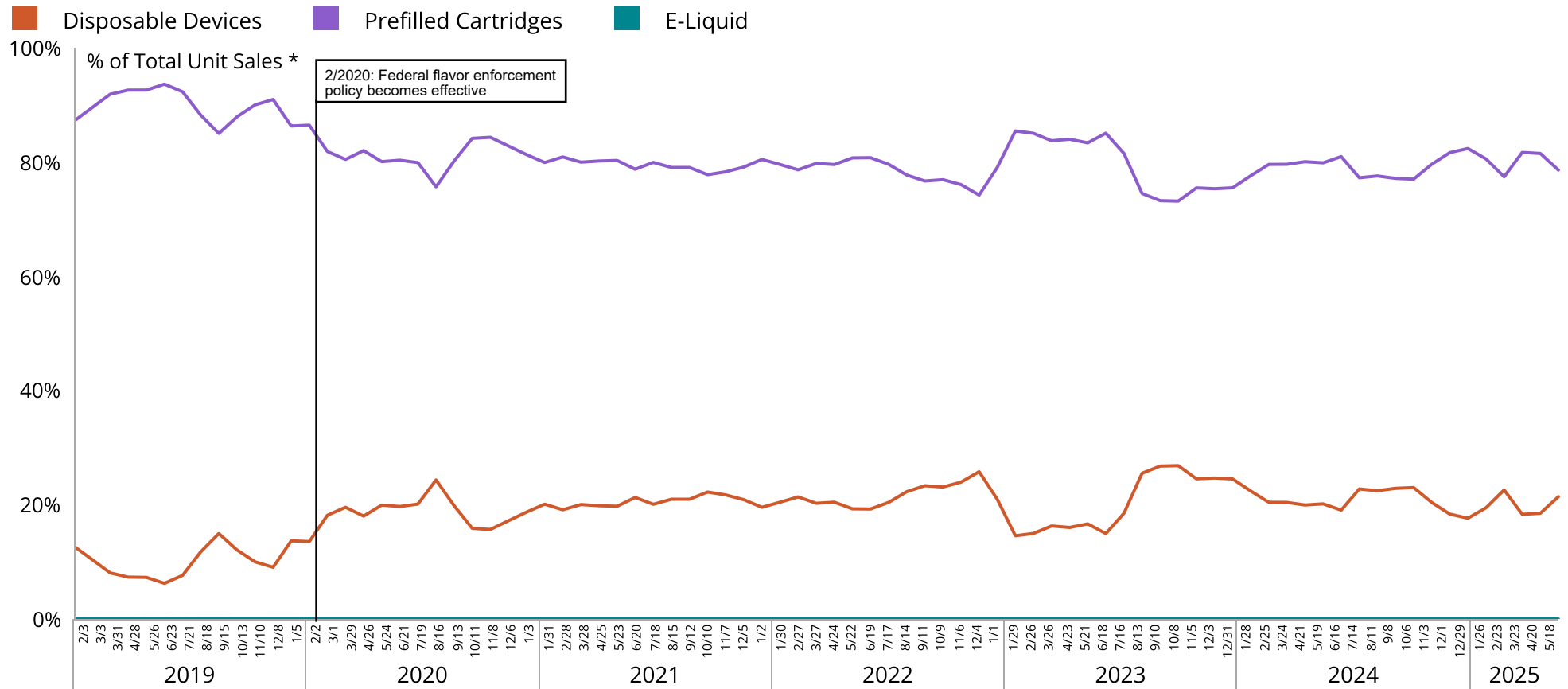
Non-tobacco-flavored e-cigarette sales decreased from 123.4 thousand to 89.7 thousand (-27.3%); unit share decreased from 71.9% to 68.4%.

Menthol-flavored e-cigarette sales decreased from 72.3 thousand to 67.9 thousand (-6.0%); unit share increased from 42.1% to 51.8%.

Mint-flavored e-cigarette sales decreased from 21.1 thousand to 2.8 thousand (-86.7%); unit share decreased from 12.3% to 2.2%.

All other-flavored e-cigarette sales decreased from 30.0 thousand to 18.7 thousand (-37.7%); unit share decreased from 17.5% to 14.2%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales increased from 0.0 to 0.3 thousand (+25,705.1%); unit share increased from 0.0% to 0.2%.

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

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

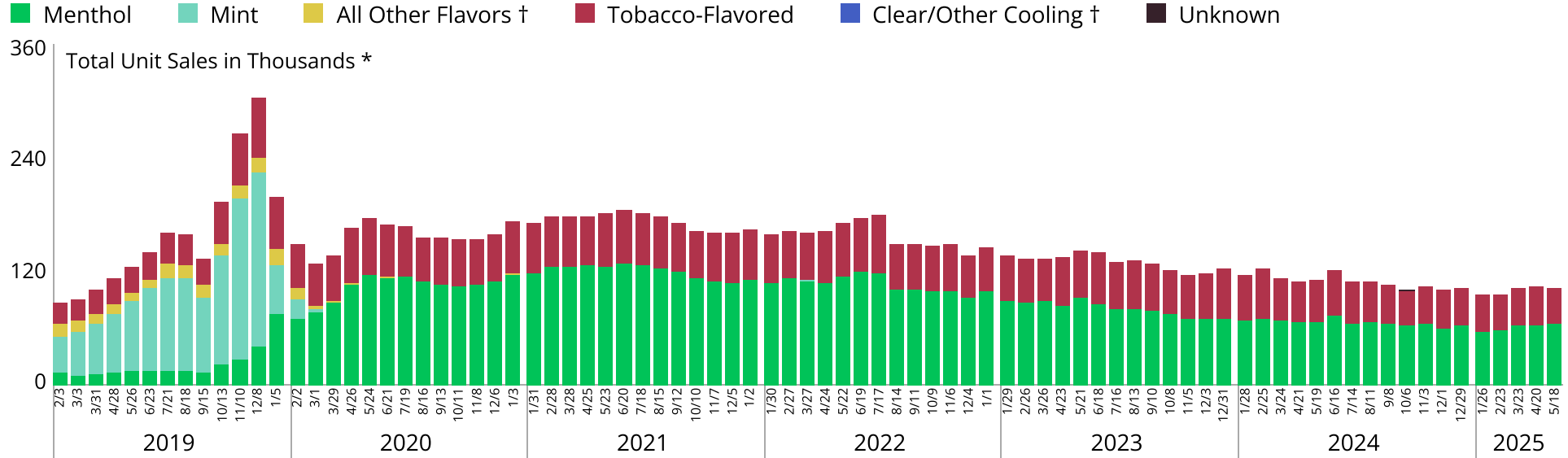
Trends of Unit Sales by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 5/18/2025, unless otherwise specified

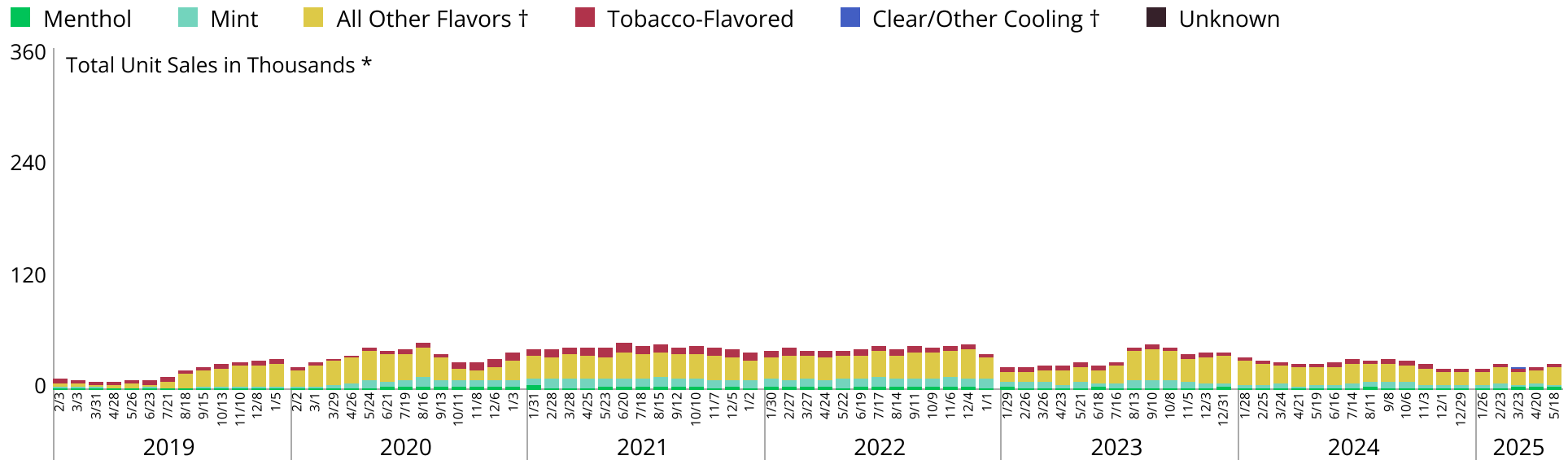
- Unit share of disposable devices increased from 13.5% to 21.4%; unit sales increased from 23.3 thousand to 28.1 thousand (+20.6%).
- Unit share of prefilled cartridges decreased from 86.4% to 78.6%; unit sales decreased from 148.4 thousand to 103 thousand (-30.6%).

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

Prefilled Cartridges



Disposable Devices

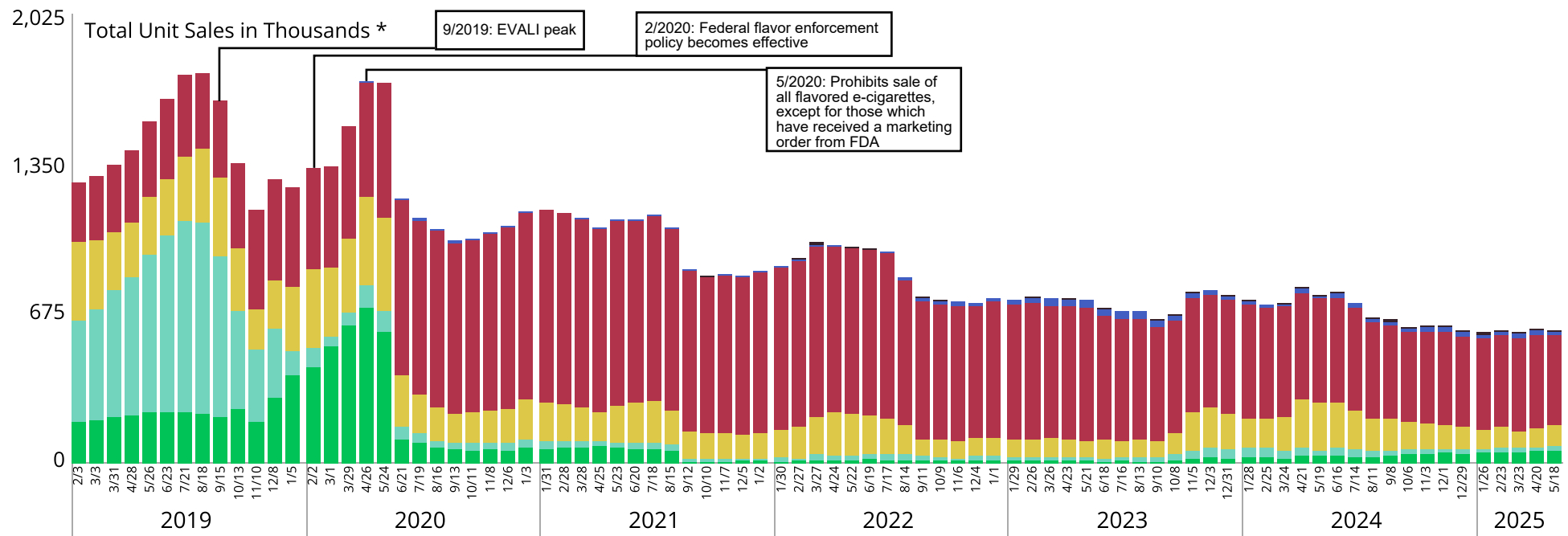


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

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



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

From 5/24/2020 to 5/18/2025, unless otherwise specified

Following New York's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 1711.6 thousand to 601.1 thousand (-64.9%).

Tobacco-flavored e-cigarette sales decreased from 603.3 thousand to 404.9 thousand (-32.9%); unit share increased from 35.2% to 67.4%.

Non-tobacco-flavored e-cigarette sales decreased from 1,108.3 thousand to 189.0 thousand (-82.9%); unit share decreased from 64.8% to 31.4%.

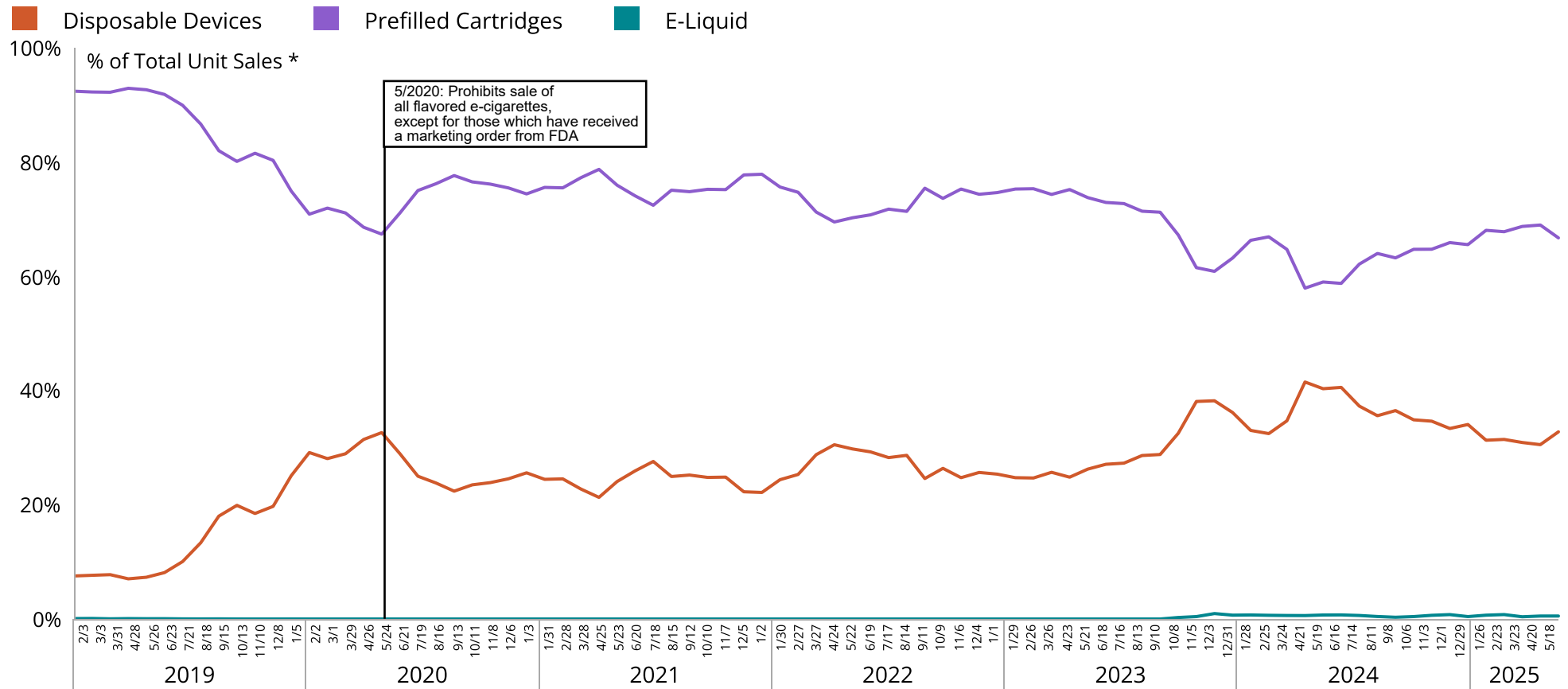
Menthol-flavored e-cigarette sales decreased from 593.8 thousand to 59.5 thousand (-90.0%); unit share decreased from 34.7% to 9.9%.

Mint-flavored e-cigarette sales decreased from 93.9 thousand to 21.2 thousand (-77.4%); unit share decreased from 5.5% to 3.5%.

All other-flavored e-cigarette sales decreased from 419.4 thousand to 89.5 thousand (-78.7%); unit share decreased from 24.5% to 14.9%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales increased from 12.1 thousand to 18.9 thousand (+56.1%); unit share increased from 0.7% to 3.1%.

As of 5/18/2025, disposable e-cigarettes represent 81.5% of sales of prohibited flavored e-cigarettes in New York.

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

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

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

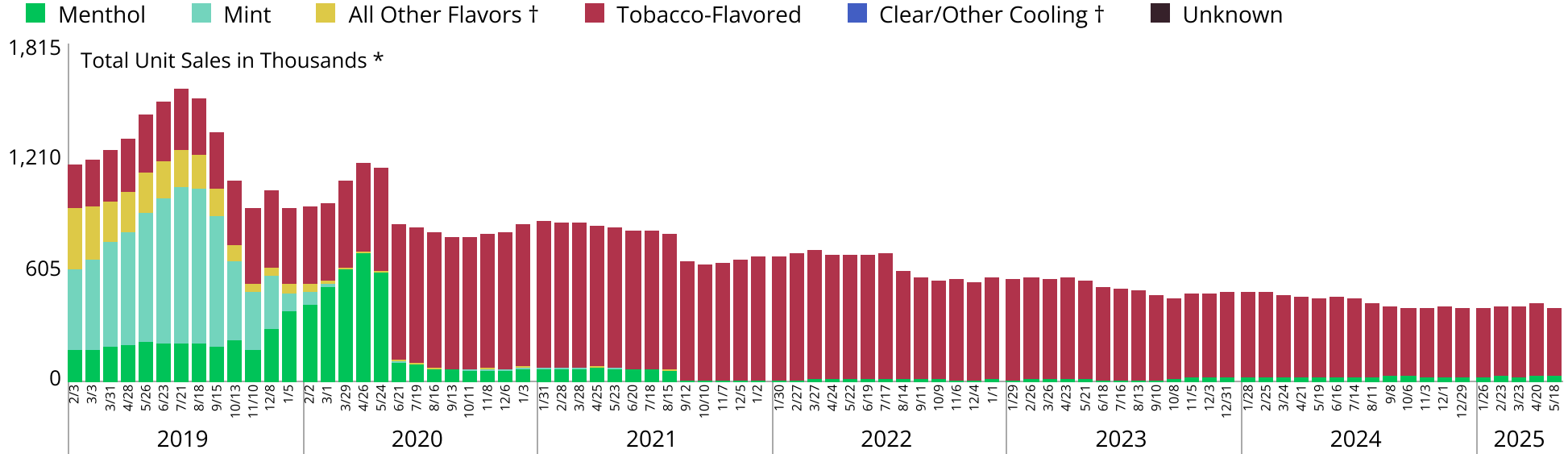
From 5/24/2020 to 5/18/2025, unless otherwise specified

Unit share of disposable devices increased from 32.6% to 32.8%; unit sales decreased from 558.5 thousand to 197 thousand (-64.7%).

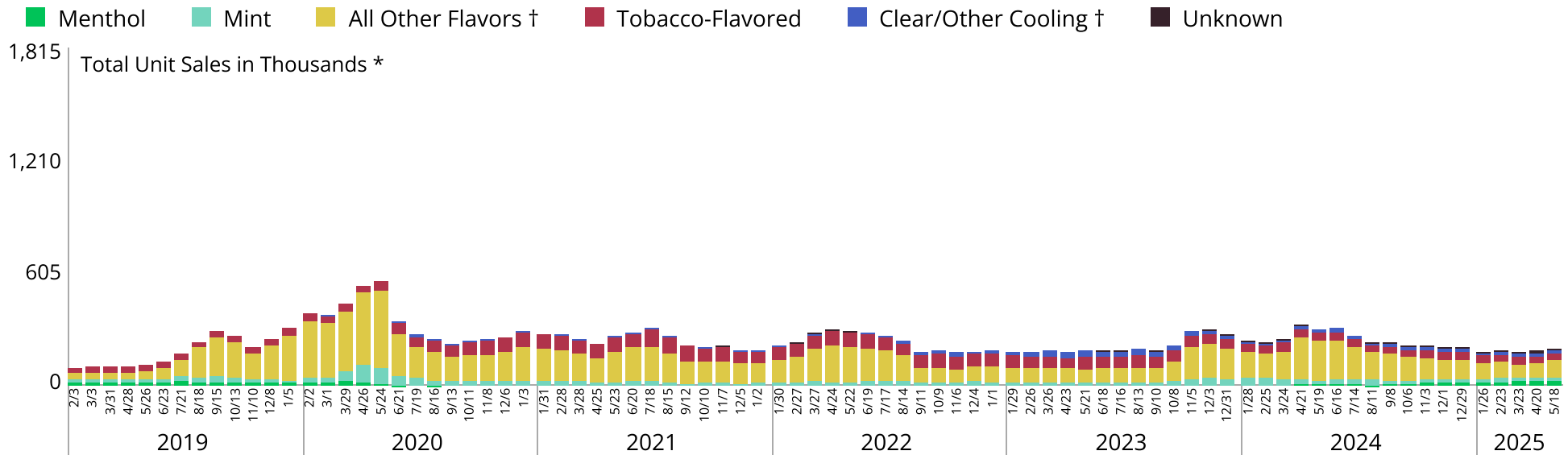
Unit share of prefilled cartridges decreased from 67.4% to 66.7%; unit sales decreased from 1153.1 thousand to 401 thousand (-65.2%).

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

Prefilled Cartridges



Disposable Devices

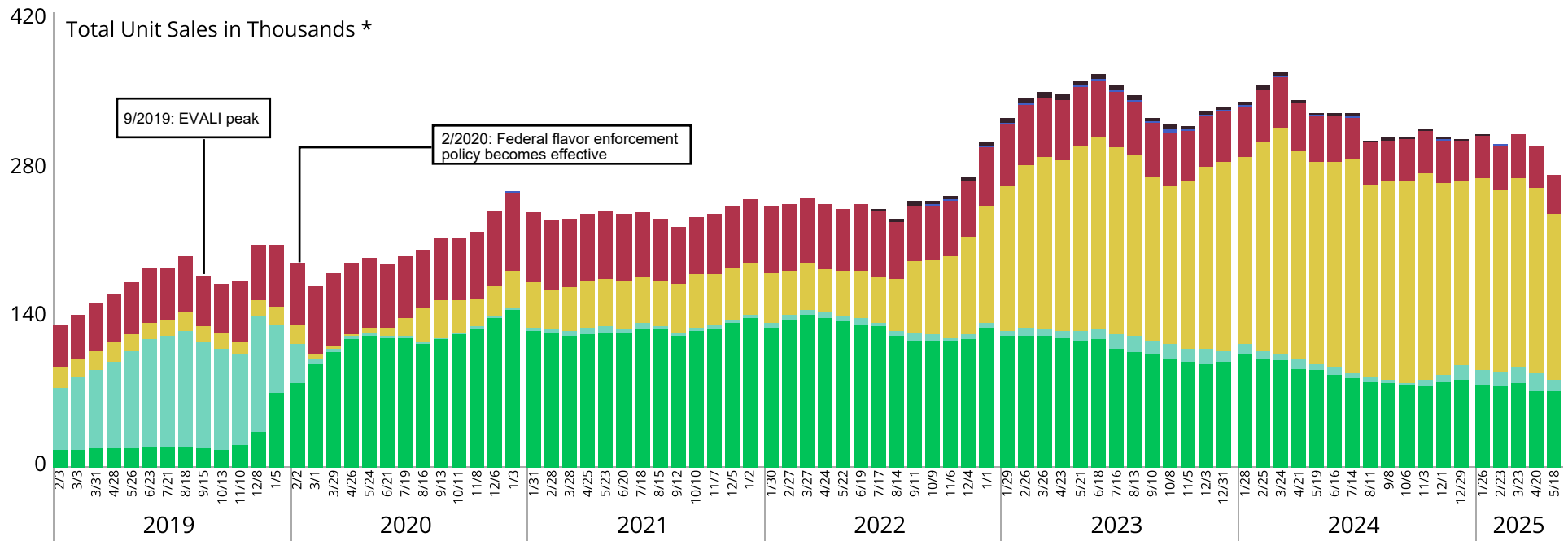


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

Figure 37. Oregon E-Cigarette Unit Sales by Flavor

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



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

From 2/2/2020 to 5/18/2025, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 189.4 thousand to 270.5 thousand (+42.9%).

Tobacco-flavored e-cigarette sales decreased from 57.4 thousand to 36.4 thousand (-36.5%); unit share decreased from 30.3% to 13.5%.

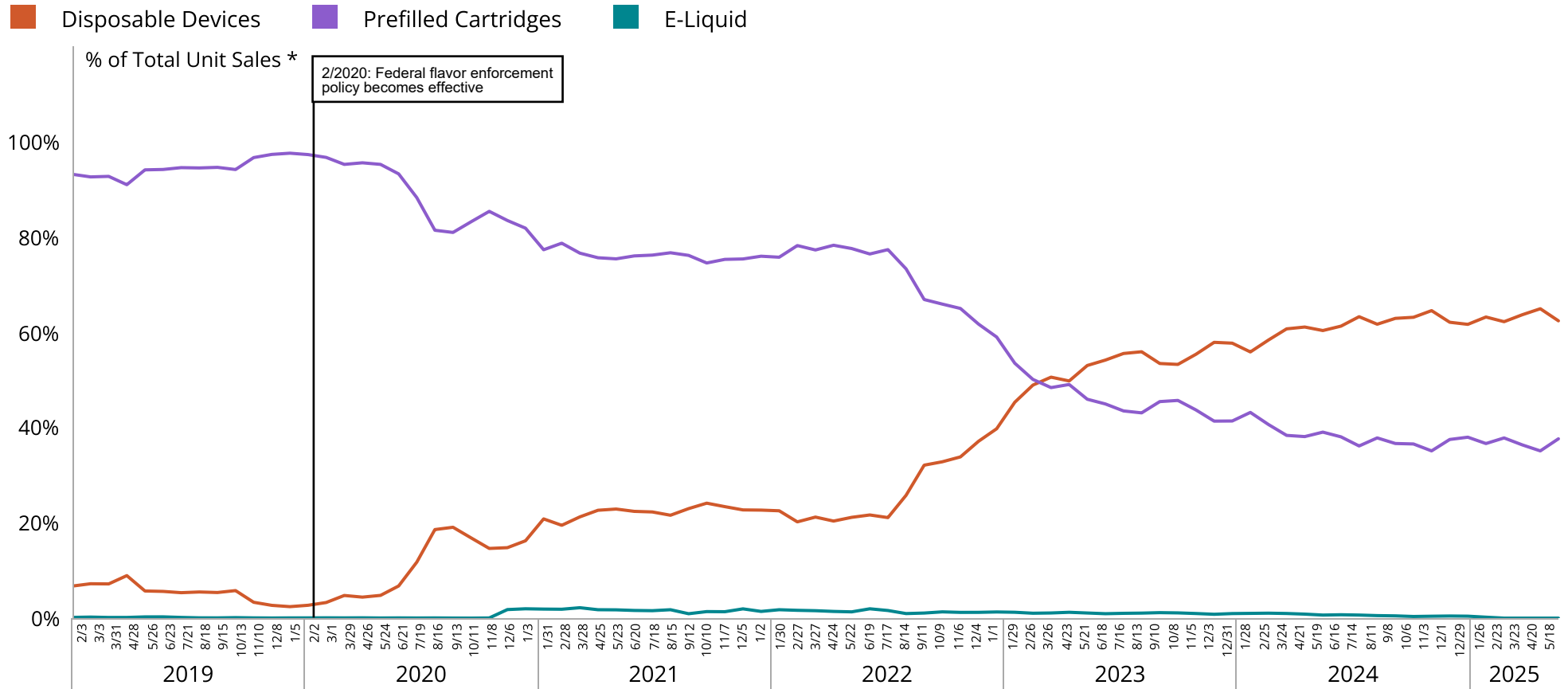
Non-tobacco-flavored e-cigarette sales increased from 132.0 thousand to 233.9 thousand (+77.2%); unit share increased from 69.7% to 86.5%.

Menthol-flavored e-cigarette sales decreased from 78.3 thousand to 70.4 thousand (-10.2%); unit share decreased from 41.4% to 26.0%.

Mint-flavored e-cigarette sales decreased from 35.3 thousand to 10.5 thousand (-70.4%); unit share decreased from 18.7% to 3.9%.

All other-flavored e-cigarette sales increased from 18.3 thousand to 153.1 thousand (+735.0%); unit share increased from 9.7% to 56.6%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales decreased from 0.8 thousand to 0.0 (-99.1%); unit share decreased from 0.4% to 0.0%.

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

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

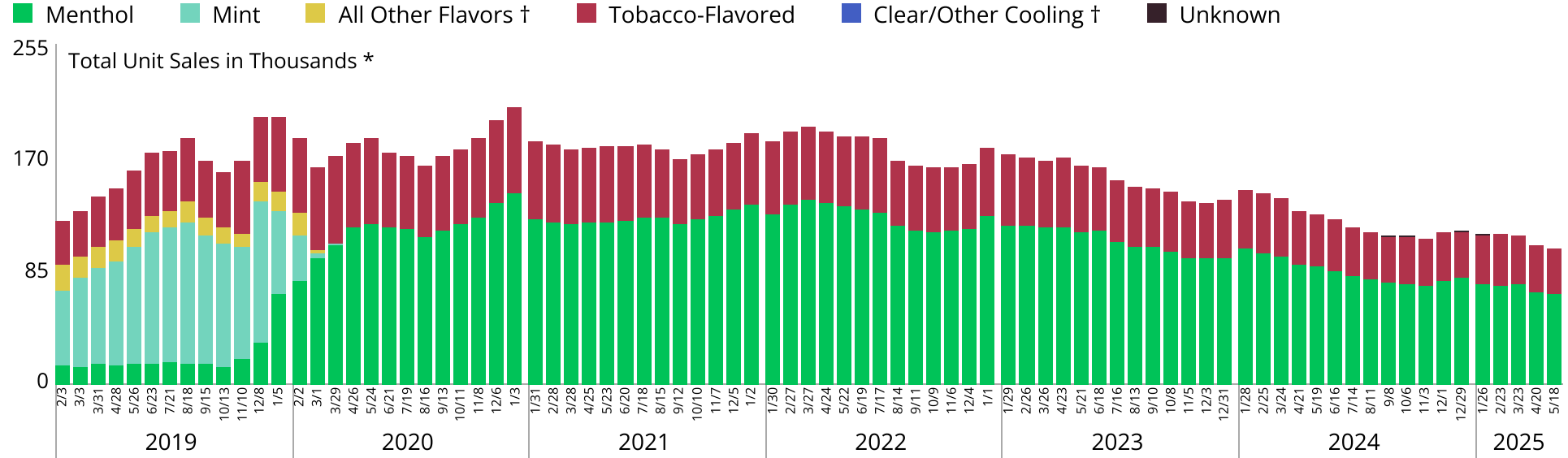
Trends of Unit Sales by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 5/18/2025, unless otherwise specified

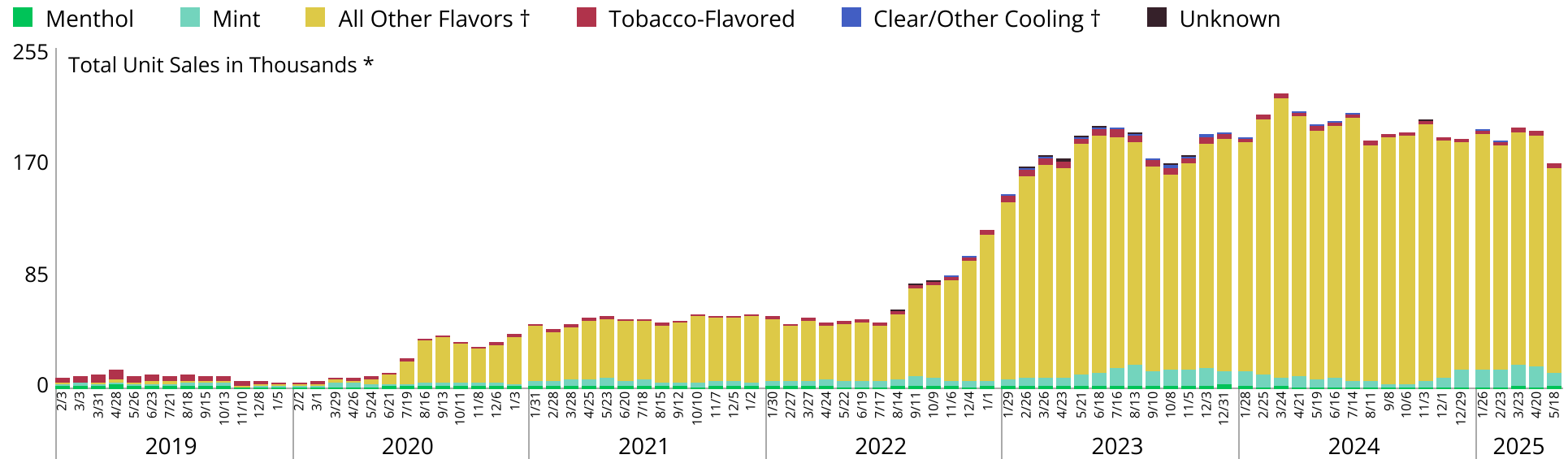
- Unit share of disposable devices increased from 2.7% to 62.4%; unit sales increased from 5.1 thousand to 168.7 thousand (+3,210.1%).
- Unit share of prefilled cartridges decreased from 97.3% to 37.6%; unit sales decreased from 184.2 thousand to 101.8 thousand (-44.7%).

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

Prefilled Cartridges



Disposable Devices

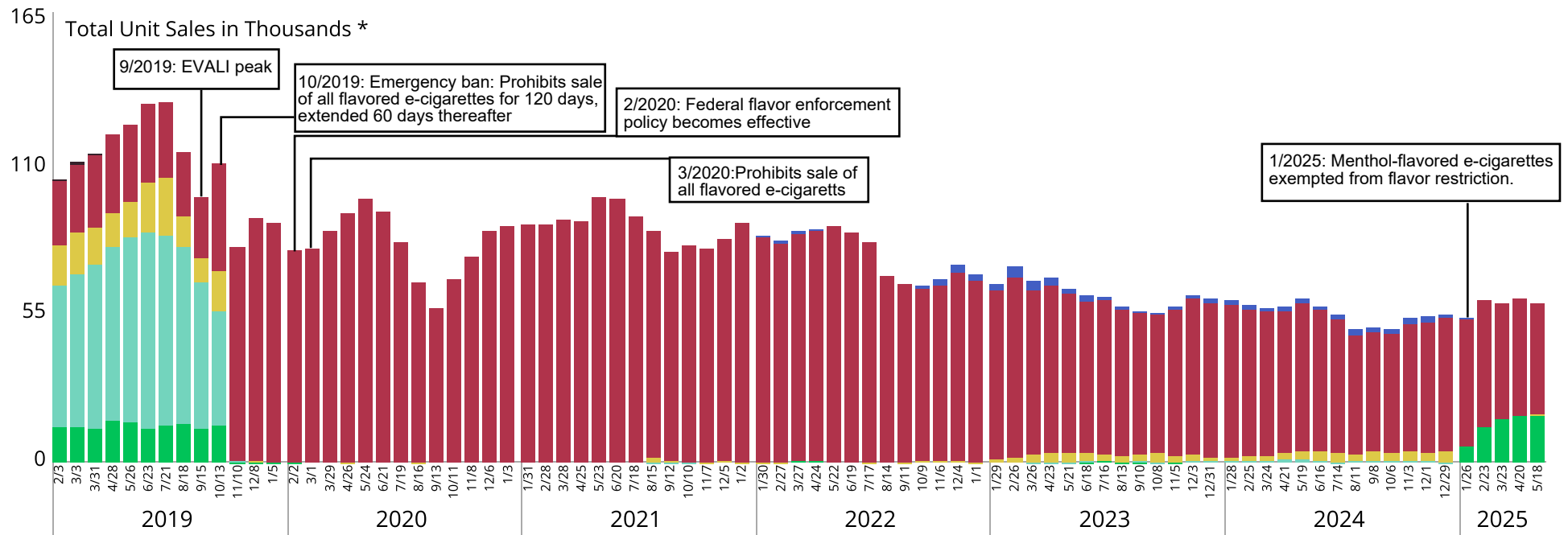


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

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



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

From 10/13/2019 to 5/18/2025, unless otherwise specified

Following Rhode Island's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 109.7 thousand to 58.5 thousand (-46.6%).

Tobacco-flavored e-cigarette sales increased from 39.5 thousand to 40.8 thousand (+3.3%); unit share increased from 36.0% to 69.8%.

Non-tobacco-flavored e-cigarette sales decreased from 70.1 thousand to 17.7 thousand (-74.8%); unit share decreased from 64.0% to 30.2%.

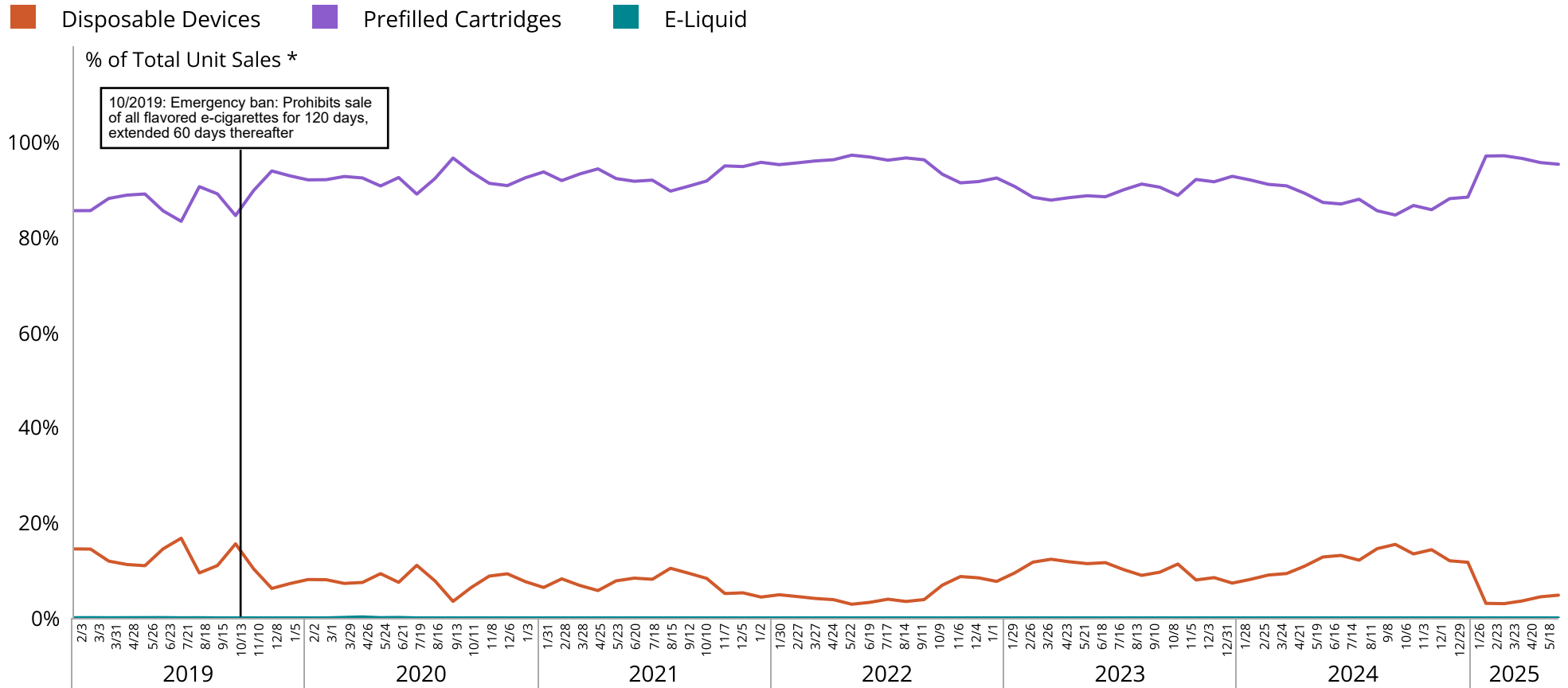
Following Rhode Island's flavored e-cigarette restrictions, menthol-flavored e-cigarette sales decreased from 13.4 thousand to 0.0 (-100.0%) by December 2024. Following Rhode Island's menthol flavor exemption beginning January 2025, menthol-flavored e-cigarette sales increased to 17.0 thousand as of May 2025; unit share increased to 29.1%.

Mint-flavored e-cigarette sales decreased from 41.8 thousand to 0.0 (-100.0%); unit share decreased from 38.2% to 0.0%.

All other-flavored e-cigarette sales decreased from 14.9 thousand to 0.6 thousand (-96.0%); unit share decreased from 13.6% to 1.0%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales decreased from 2.6 thousand to 0.1 thousand (-98.1%); unit share decreased from 2.4% to 0.1%.

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



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

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

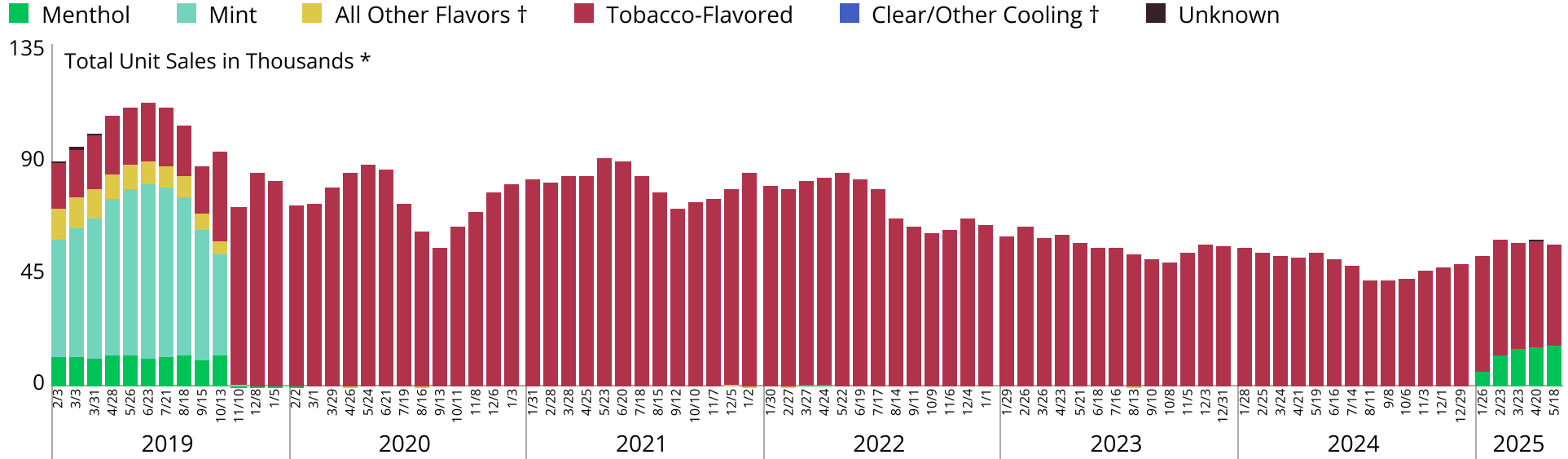
From 10/13/2019 to 5/18/2025, unless otherwise specified

Unit share of disposable devices decreased from 15.5% to 4.8%; unit sales decreased from 17.1 thousand to 2.8 thousand (-83.6%).

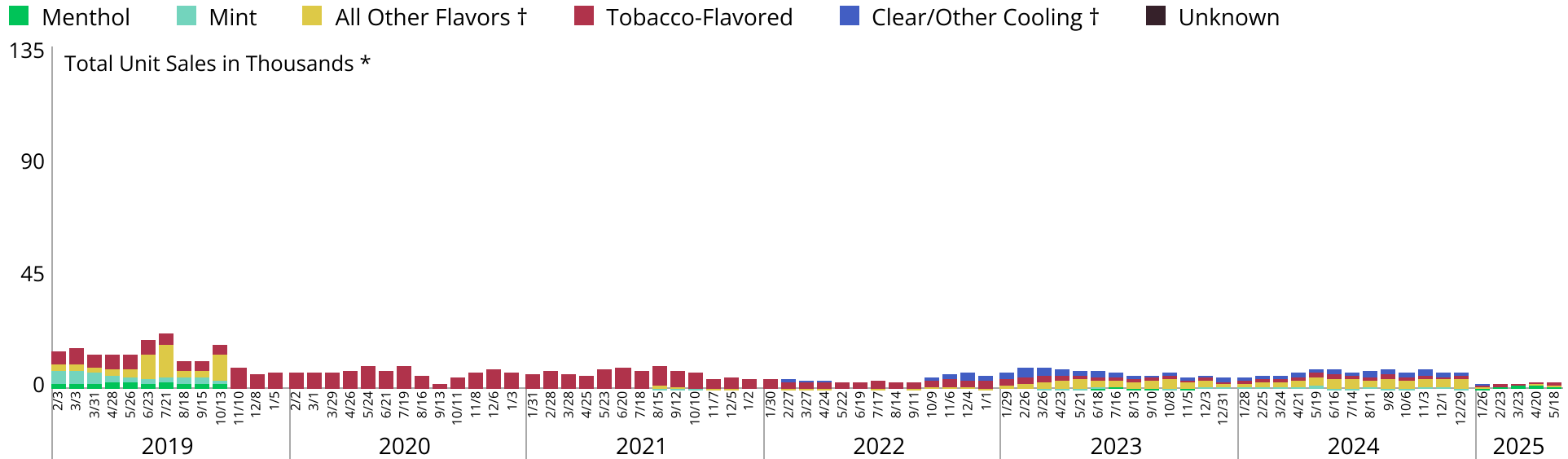
Unit share of prefilled cartridges increased from 84.4% to 95.2%; unit sales decreased from 92.6 thousand to 55.7 thousand (-39.8%).

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

Prefilled Cartridges



Disposable Devices

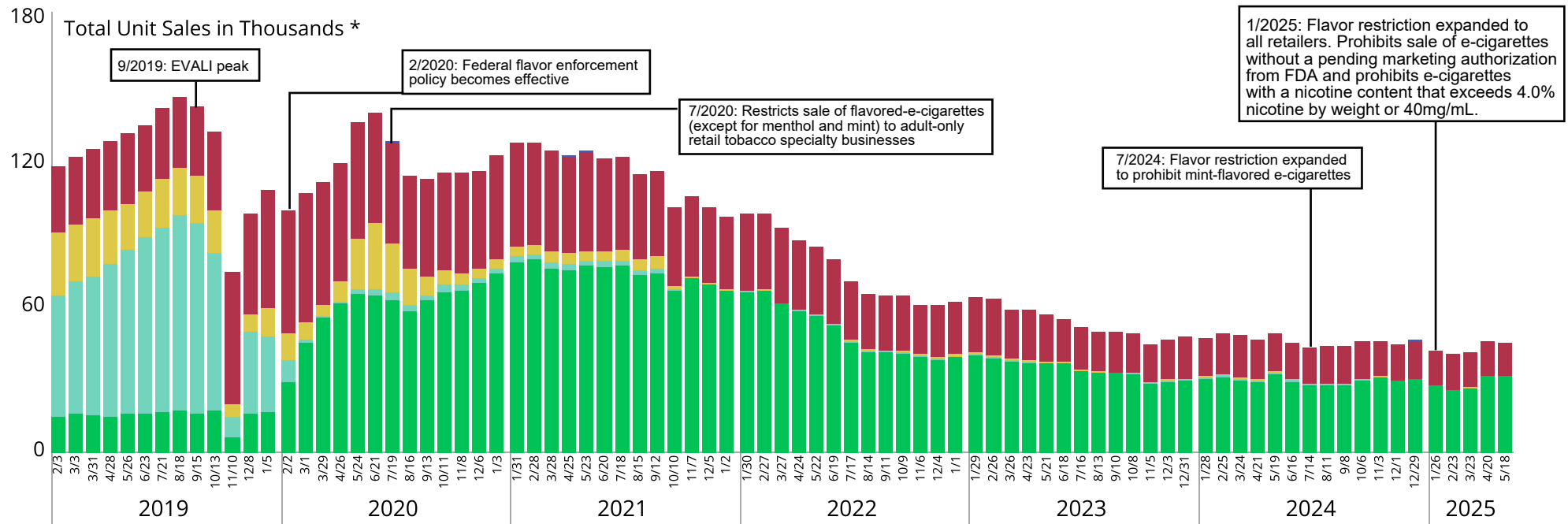


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

Figure 43. Utah E-Cigarette Unit Sales by Flavor

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



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

From 6/21/2020 to 5/18/2025, unless otherwise specified

Following Utah's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased from 138.9 thousand to 44.7 thousand (-67.8%).

Tobacco-flavored e-cigarette sales decreased from 44.6 thousand to 13.2 thousand (-70.3%); unit share decreased from 32.1% to 29.6%.

Non-tobacco-flavored e-cigarette sales decreased from 94.1 thousand to 31.5 thousand (-66.6%); unit share increased from 67.8% to 70.4%.

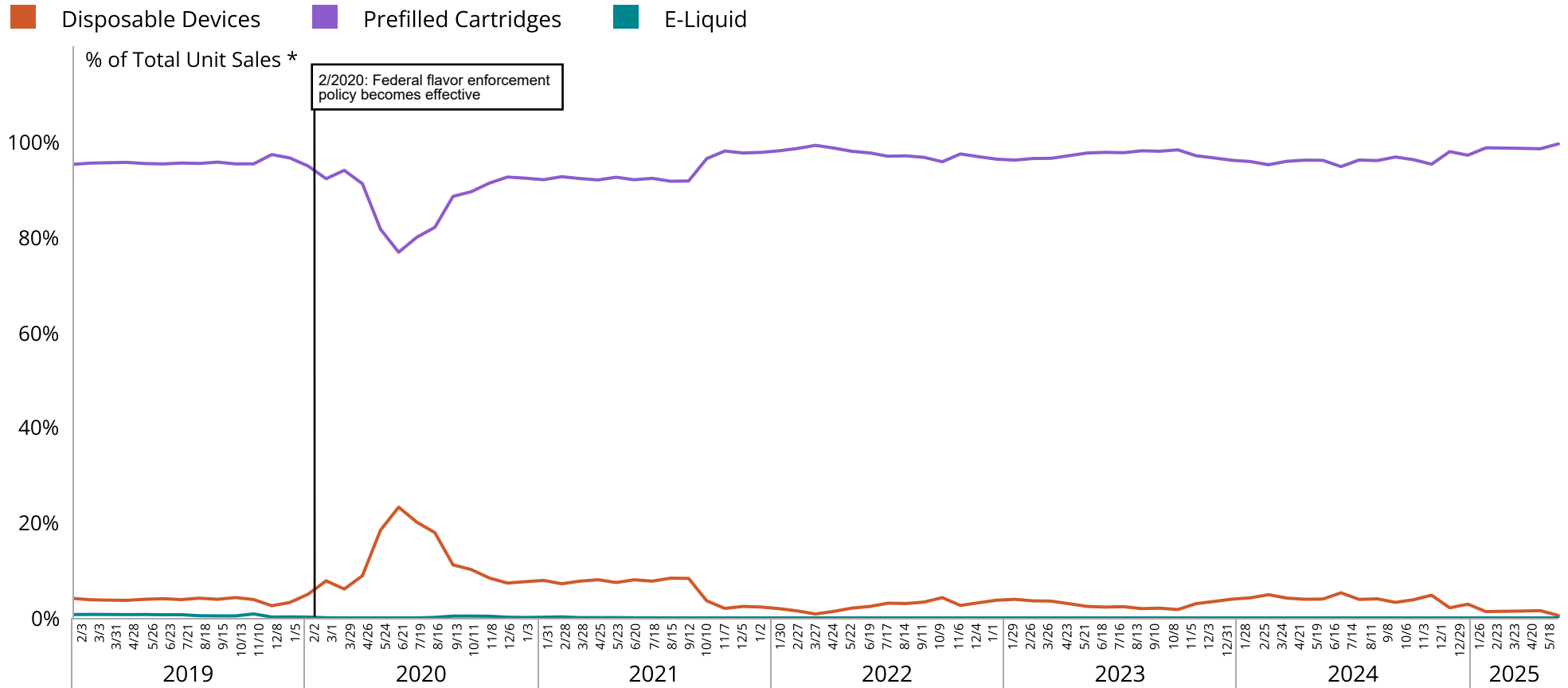
Menthol-flavored e-cigarette sales decreased from 63.9 thousand to 31.4 thousand (-50.9%); unit share increased from 46.0% to 70.3%.

Mint-flavored e-cigarette sales decreased from 2.6 thousand to 0.0 (-99.7%); unit share decreased from 1.9% to 0.0%.

All other-flavored e-cigarette sales decreased from 27.4 thousand to 0.1 thousand (-99.8%); unit share decreased from 19.8% to 0.1%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales decreased from 0.0 thousand to 0.0 (-75.3%); unit share decreased from 0.0% to 0.0%.

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



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

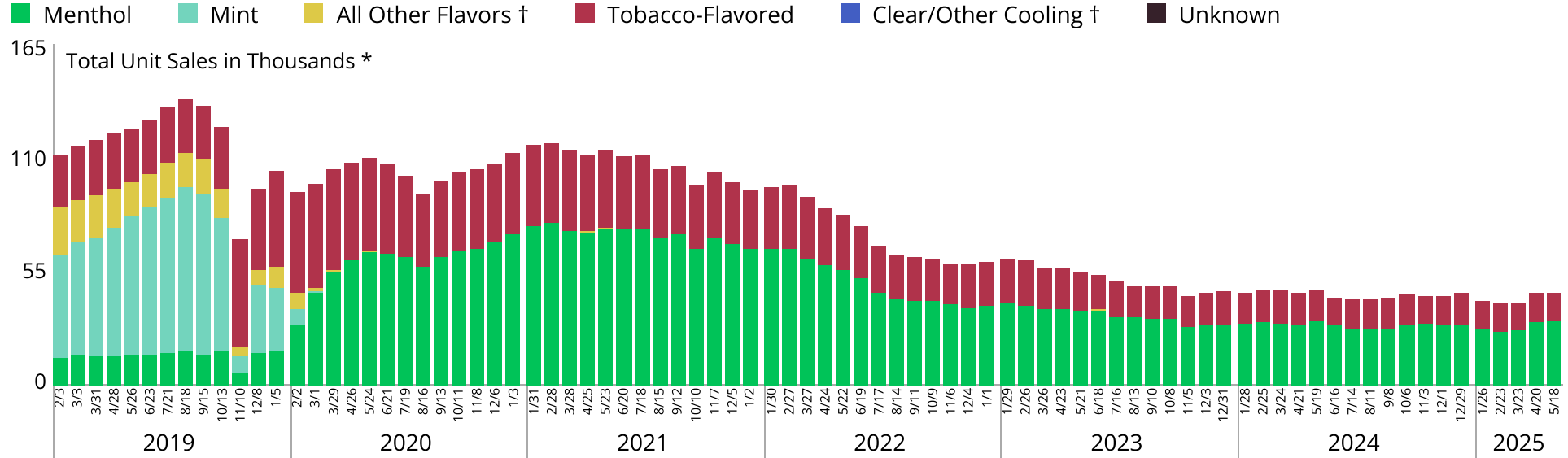
Trends of Unit Sales by Product Type Following Utah's Flavored E-Cigarette Restriction

From 6/21/2020 to 5/18/2025, unless otherwise specified

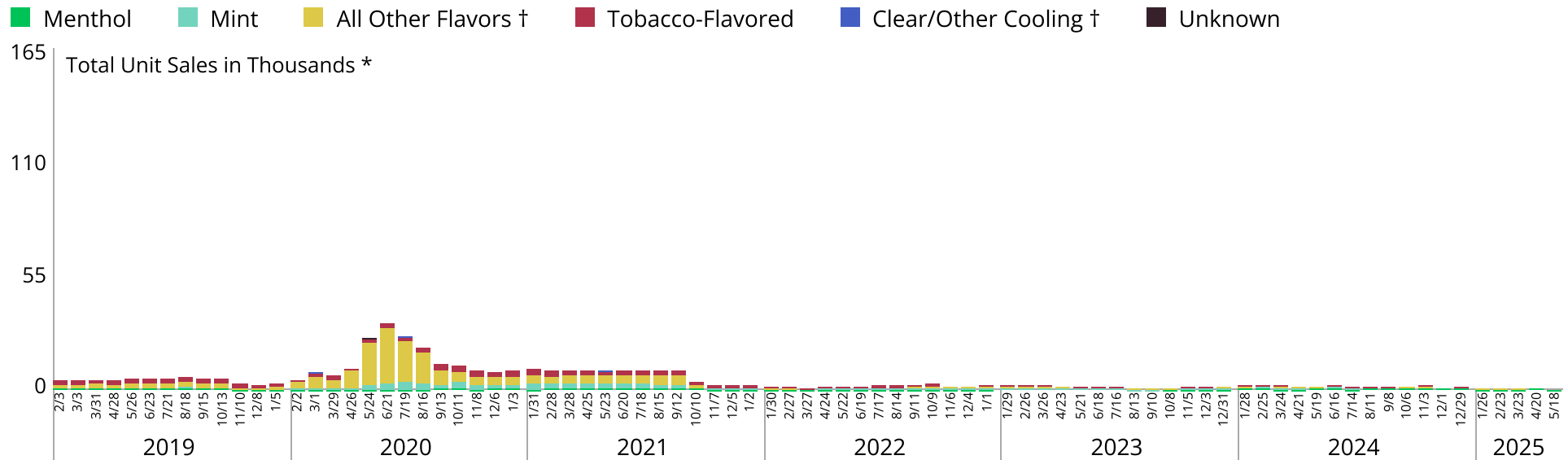
- Unit share of disposable devices decreased from 23.2% to 0.5%; unit sales decreased from 32.3 thousand to 0.2 thousand (-99.3%).
- Unit share of prefilled cartridges increased from 76.8% to 99.5%; unit sales decreased from 106.6 thousand to 44.5 thousand (-58.3%).

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

Prefilled Cartridges



Disposable Devices

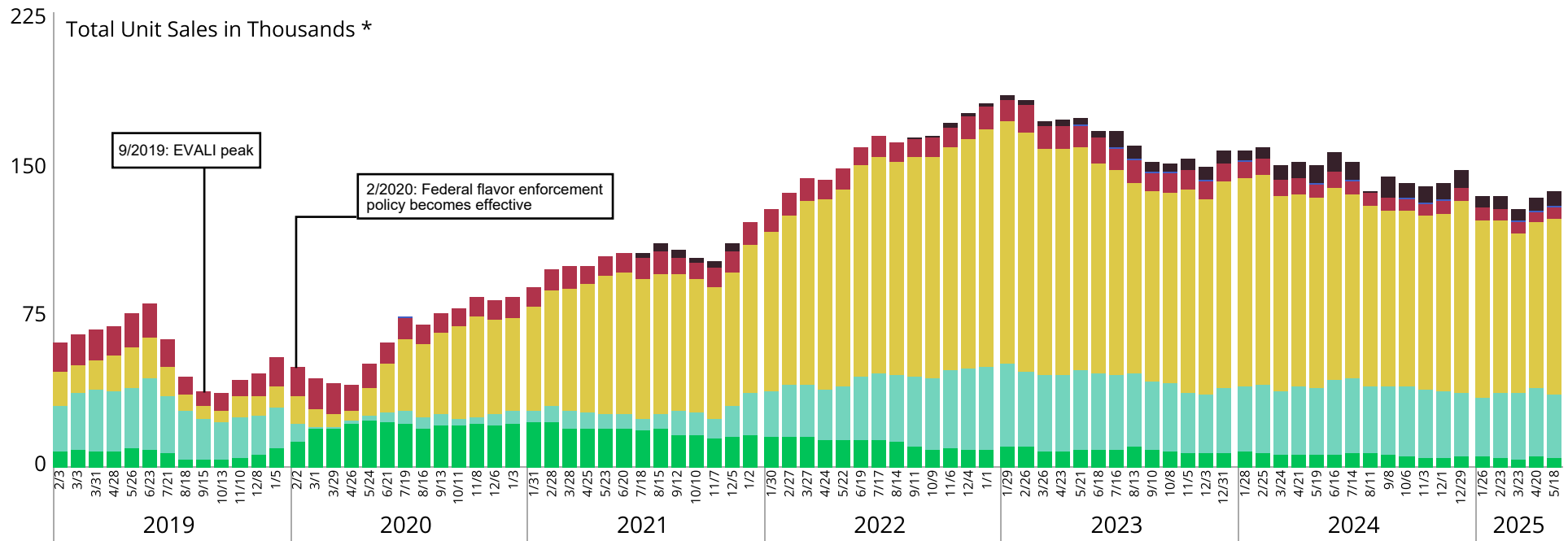


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

Figure 46. Vermont E-Cigarette Unit Sales by Flavor

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



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

From 2/2/2020 to 5/18/2025, unless otherwise specified

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 50 thousand to 136.3 thousand (+172.9%).

Tobacco-flavored e-cigarette sales decreased from 14.8 thousand to 5.5 thousand (-62.6%); unit share decreased from 29.7% to 4.1%.

Non-tobacco-flavored e-cigarette sales increased from 35.1 thousand to 123.5 thousand (+251.6%); unit share increased from 70.3% to 90.6%.

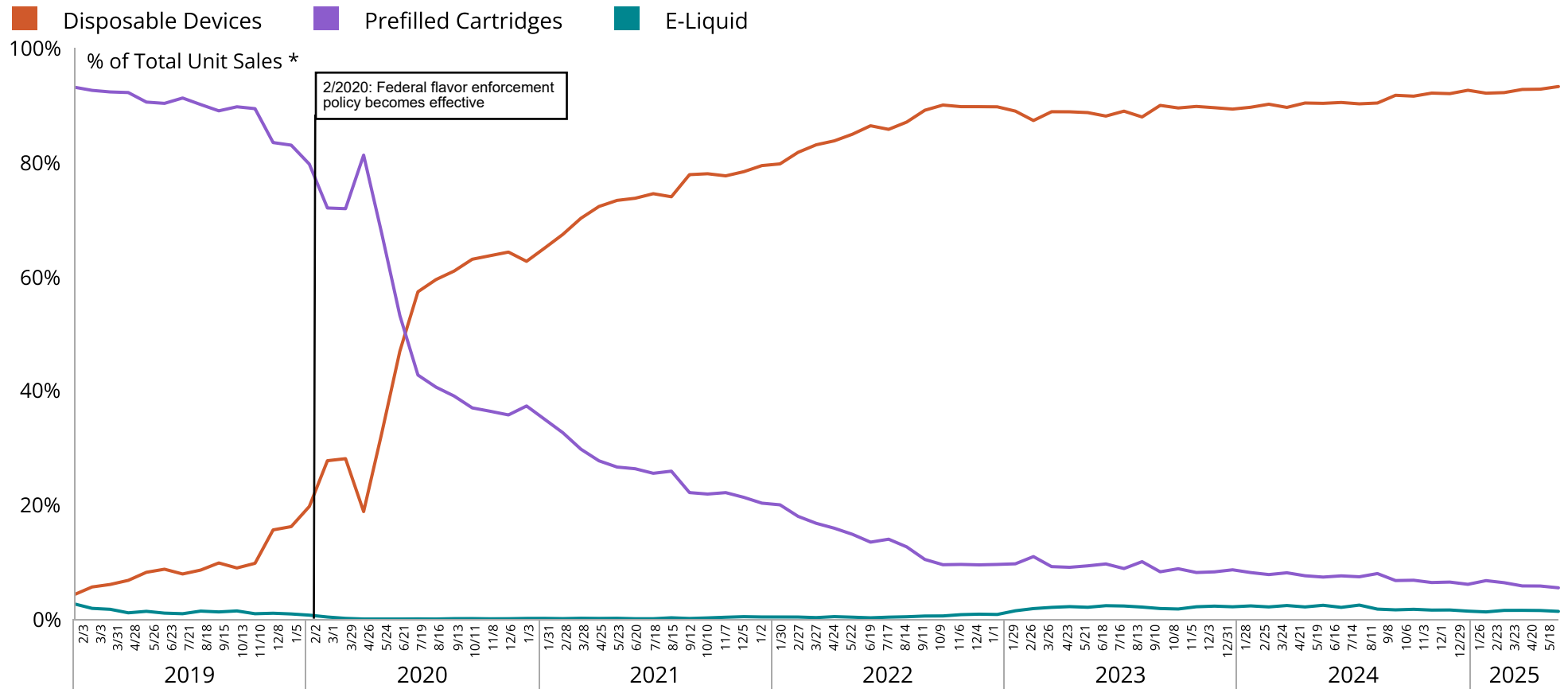
Menthol-flavored e-cigarette sales decreased from 13.1 thousand to 4.4 thousand (-66.0%); unit share decreased from 26.2% to 3.3%.

Mint-flavored e-cigarette sales increased from 8.8 thousand to 31.8 thousand (+262.8%); unit share increased from 17.6% to 23.3%.

All other-flavored e-cigarette sales increased from 13.3 thousand to 86.5 thousand (+551.8%); unit share increased from 26.6% to 63.4%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales increased from 0.0 to 0.7 thousand (+71,616.9%); unit share increased from 0.0% to 0.5%.

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



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

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

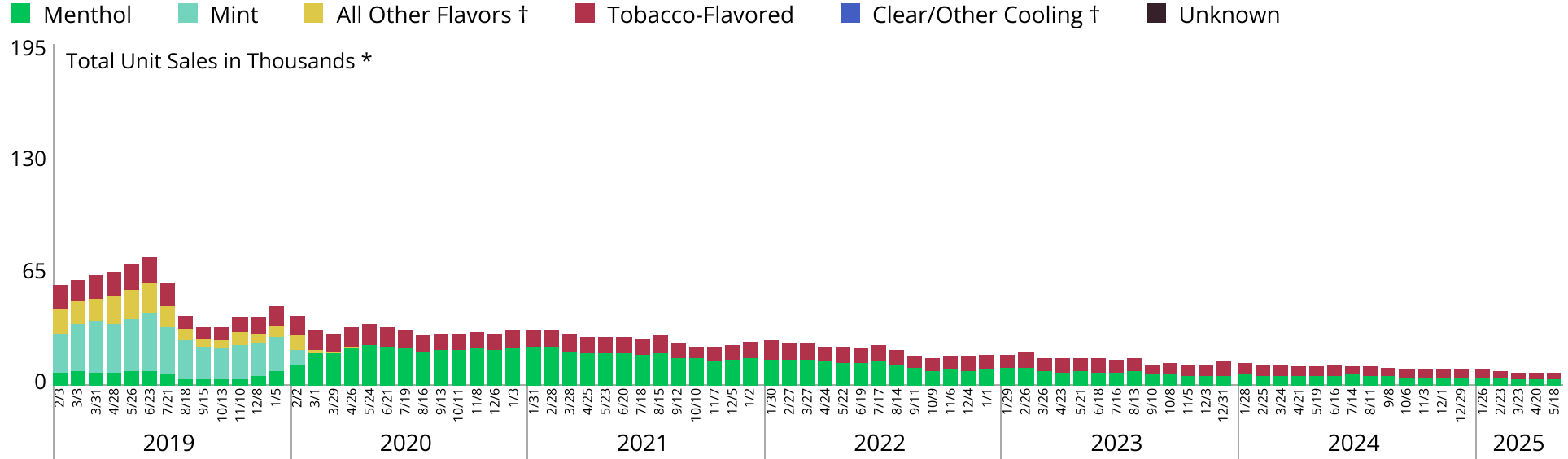
From 2/2/2020 to 5/18/2025, unless otherwise specified

Unit share of disposable devices increased from 19.7% to 93.2%; unit sales increased from 9.8 thousand to 127.1 thousand (+1,191.5%).

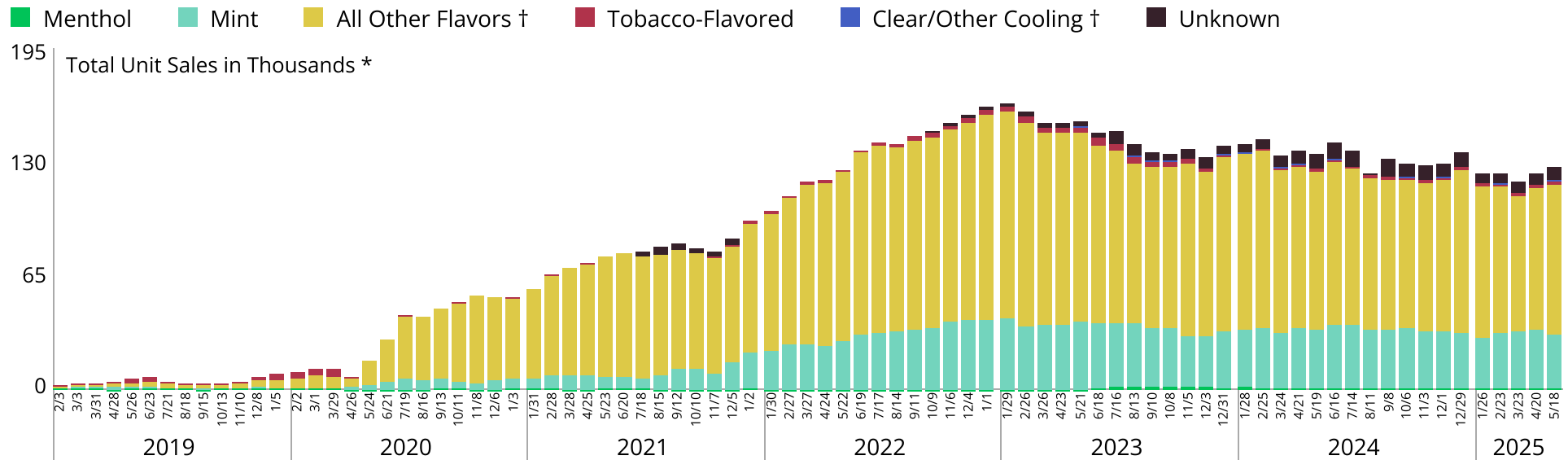
Unit share of prefilled cartridges decreased from 79.6% to 5.5%; unit sales decreased from 39.8 thousand to 7.4 thousand (-81.3%).

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

Prefilled Cartridges



Disposable Devices

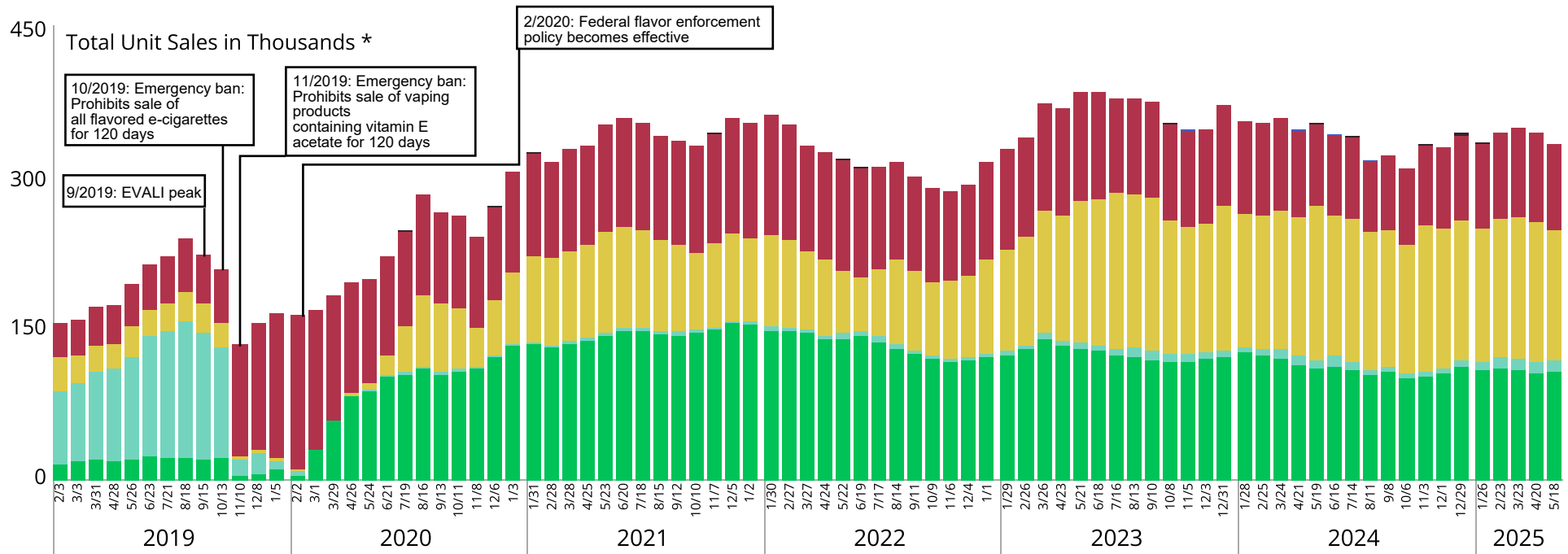


* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

Figure 49. Washington E-Cigarette Unit Sales by Flavor

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



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).

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

From 2/2/2020 to 5/18/2025, unless otherwise specified

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

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 163.5 thousand to 332.7 thousand (+103.5%).

Tobacco-flavored e-cigarette sales decreased from 152.8 thousand to 84.9 thousand (-44.5%); unit share decreased from 93.5% to 25.5%.

Non-tobacco-flavored e-cigarette sales increased from 10.7 thousand to 247.5 thousand (+2,214.2%); unit share increased from 6.5% to 74.4%.

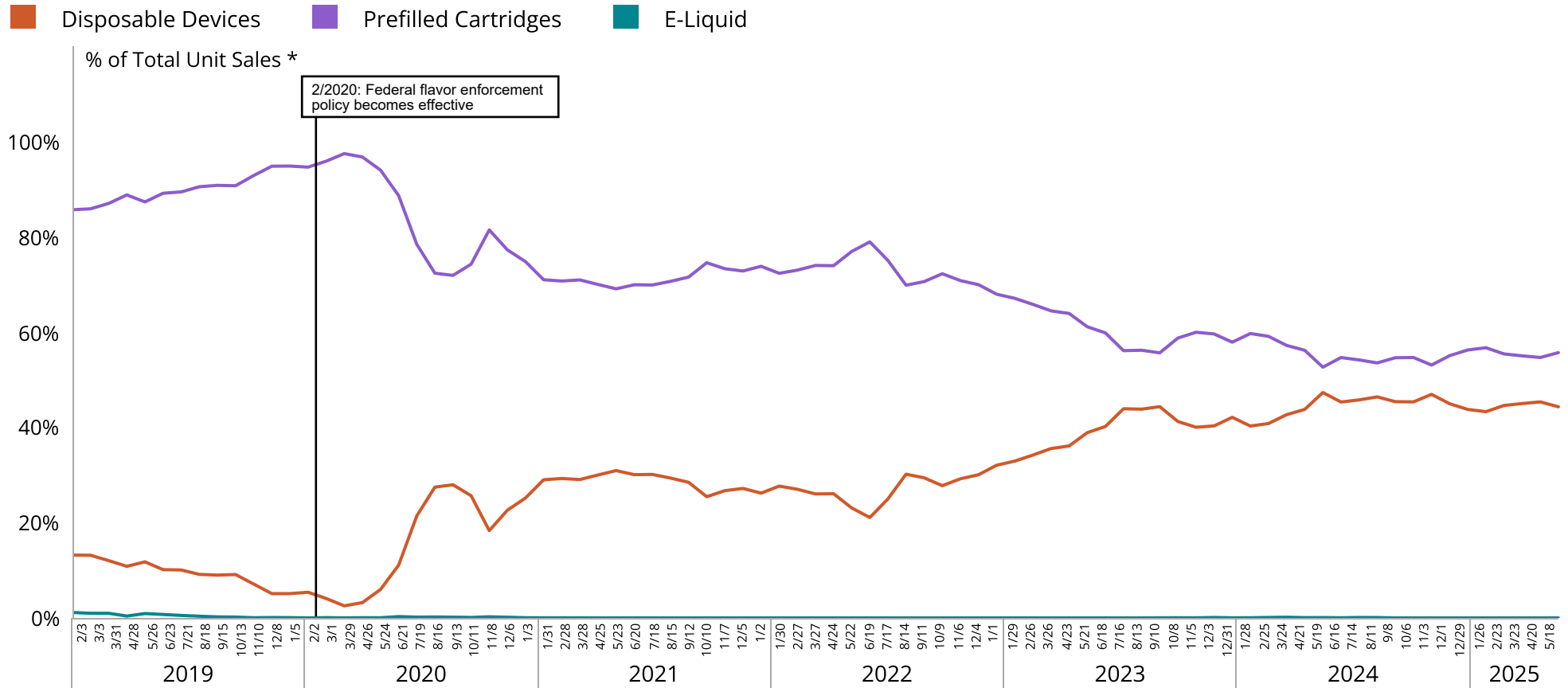
Menthol-flavored e-cigarette sales increased from 5.0 thousand to 106.9 thousand (+2,028.6%); unit share increased from 3.1% to 32.1%.

Mint-flavored e-cigarette sales increased from 4.2 thousand to 12.0 thousand (+186.3%); unit share increased from 2.6% to 3.6%.

All other-flavored e-cigarette sales increased from 1.5 thousand to 128.6 thousand (+8,684.9%); unit share increased from 0.9% to 38.6%.

Between 12/4/2022 and 5/18/2025 clear/other cooling flavored e-cigarette sales decreased from 0.0 thousand to 0.0 thousand (-54.2%); unit share decreased from 0.0% to 0.0%.

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



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

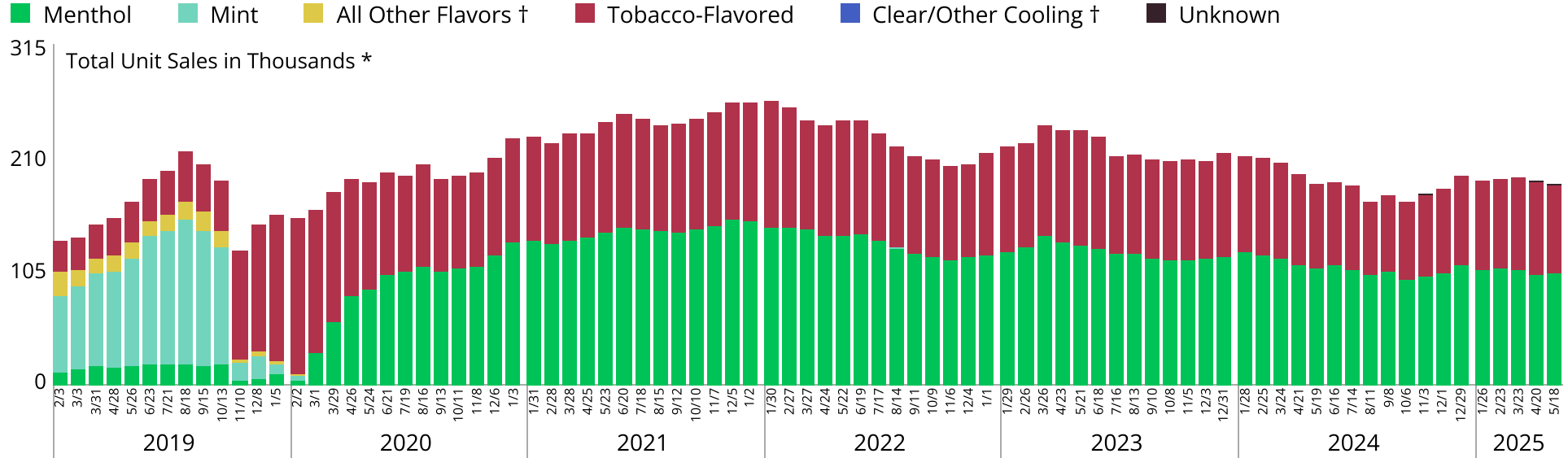
Trends of Unit Sales by Product Type Following FDA's Flavor Enforcement Policy

From 2/2/2020 to 5/18/2025, unless otherwise specified

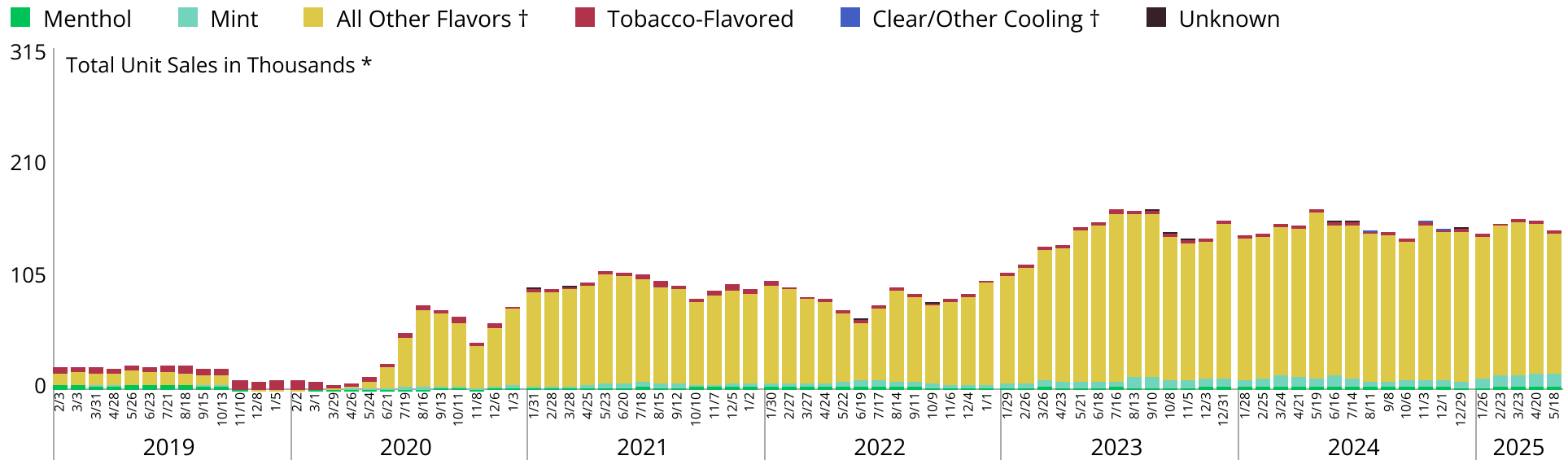
- Unit share of disposable devices increased from 5.4% to 44.3%; unit sales increased from 8.8 thousand to 147.5 thousand (+1,575.1%).
- Unit share of prefilled cartridges decreased from 94.6% to 55.7%; unit sales increased from 154.7 thousand to 185.3 thousand (+19.8%).

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

Prefilled Cartridges



Disposable Devices



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (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).