Monitoring Sales: State Trends

This data brief highlights trends in e-cigarette unit sales in selected states. Data is presented from February 2019 to September 2024.

Notice of Updated Format and Revision to Previous Data Estimates

- In conjunction with the forthcoming release of our new project website – Tobacco Monitoring – this brief has an updated layout and color scheme.
- The data in this brief have been updated to capture new e-cigarette products coded by IRI. Historical sales estimates may differ from previous briefs.

Federal Flavor Regulatory Initiatives

- In February 2020, FDA began prioritizing enforcement of existing regulations against prefilled e-cigarette cartridges in flavors other than tobacco and menthol. This prioritization did not apply to e-liquid bottles or single use disposable e-cigarettes
- FDA began issuing marketing denial orders for flavored e-cigarette products as of September 9, 2021.
- On April 15, 2022, FDA was granted authority to regulate products containing nicotine from any source, including synthetic nicotine produced in a laboratory.

Other Relevant Issues

- During the period covered by this brief, additional flavored tobacco products continued to be marketed, such as flavored cigars; or entered the market, such as nicotine pouches.
- Units of e-cigarettes are not adjusted to account for variations in unit size. Large-format disposable e-cigarettes that allow for thousands of “puffs” are now available. Declines in unit sales may not signify declines in prevalence of use or consumption.
- Following California’s prohibition of flavored tobacco product sales in December 2022, sales of products branded as clear, clear ice, and unflavored, likely containing non-menthol synthetic cooling agents, increased (e.g., Flum Pebble Clear, EB Design BC5000 Clear). These products are categorized as Clear/Other Cooling for the purposes of this data brief.
- The e-cigarette or vaping product use-associated lung injury (EVALI) outbreak in late 2019 and COVID-19 pandemic may have affected e-cigarette sales.

State and Local Legislative Initiatives

- As of September 2024, five states (Massachusetts, New York, New Jersey, Rhode Island, and California) have passed laws prohibiting the sale of all non-tobacco flavored e-cigarettes and two states (Maryland, Utah) restrict the sale of some flavored e-cigarettes. In addition, over 380 local jurisdictions enacted laws that restrict the sale of flavored e-cigarettes.
- More information about state and local policies can be found on the Truth Initiative’s website.

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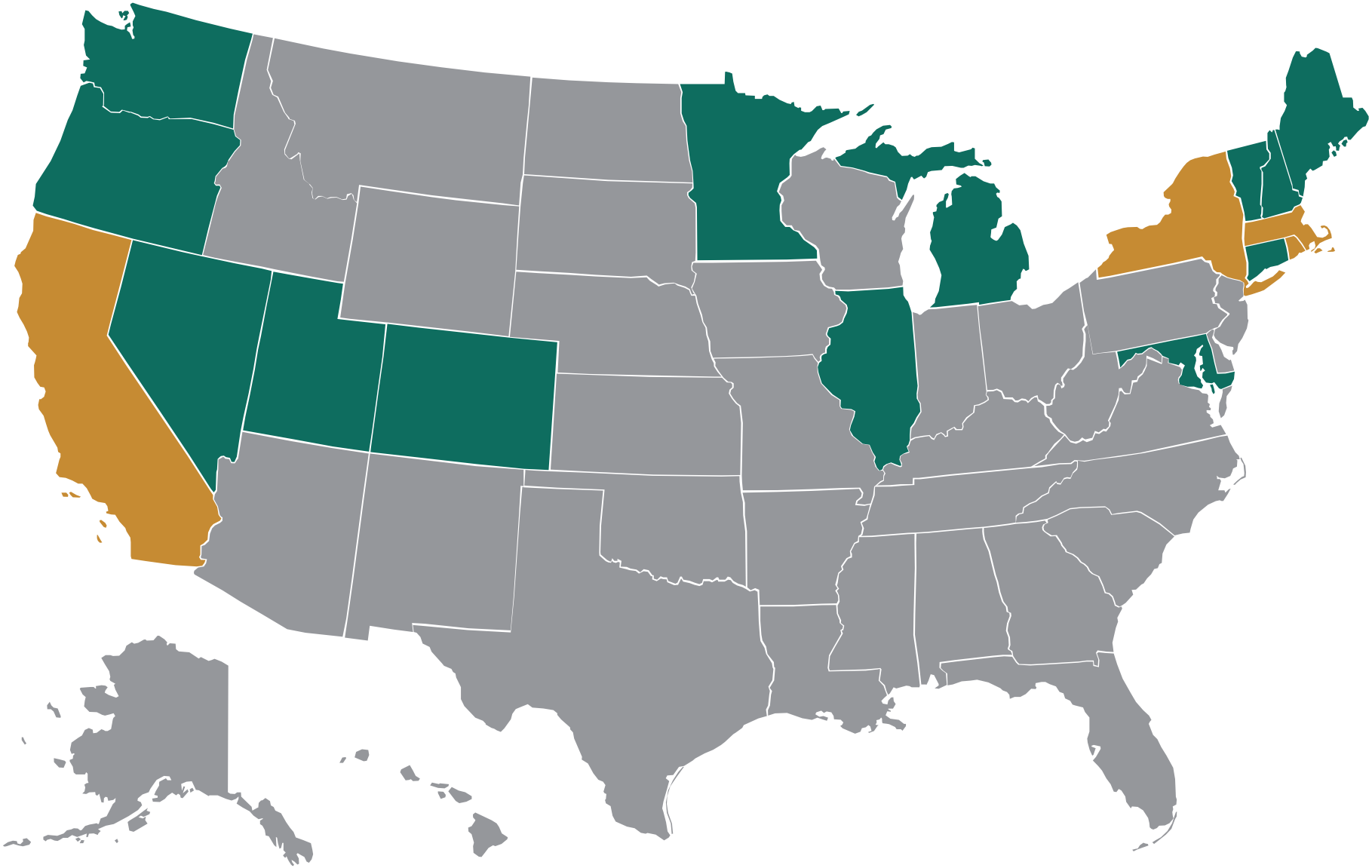
States Presented in the Data Brief



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)

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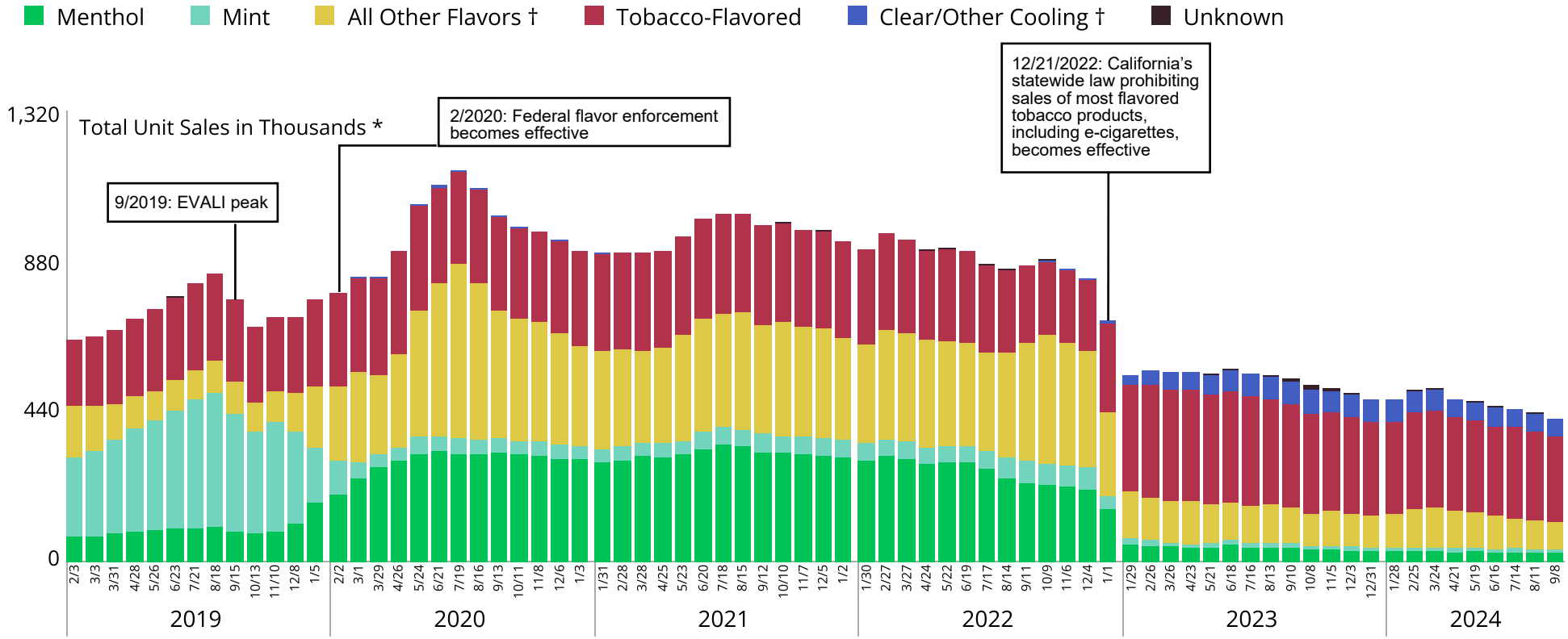
Figure 1. California E-Cigarette Unit Sales by Flavor



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

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

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

California's decline in e-cigarette sales between December 2022 and 9/8/2024 represents 15.7% (i.e., 412.2 thousand units out of 2625.5 thousand units) of the decline in national e-cigarette sales that occurred during this period.

Tobacco-flavored e-cigarette sales increased from 206.2 thousand to 250.5 thousand (+21.5%); unit share increased from 24.8% to 59.7%.

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

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

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

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

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

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

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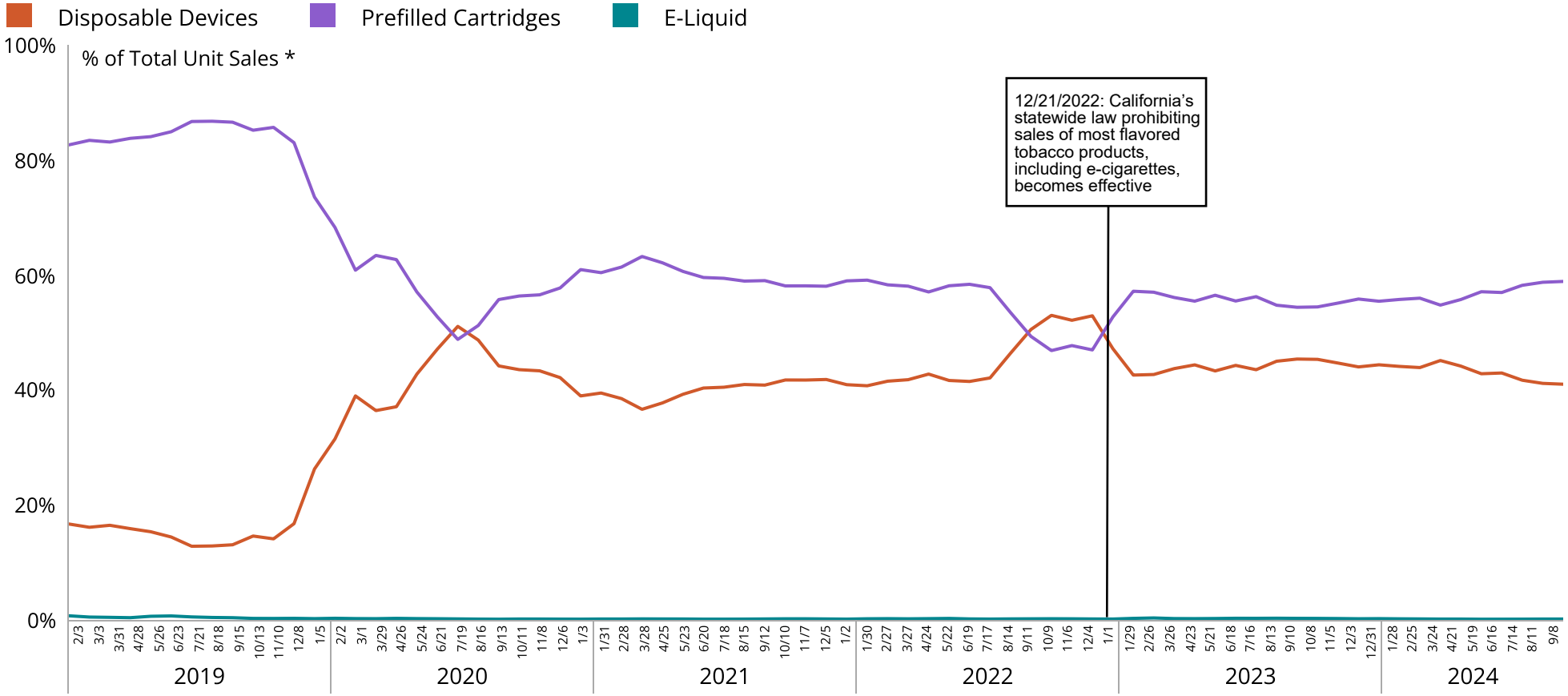
Figure 2. California E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

Trends of Unit Share by Product Type Following California's Flavored E-cigarette Restriction

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

- Unit share of disposable devices decreased from 52.9% to 41.0% (-11.9%); unit sales decreased from 439.8 thousand to 171.9 thousand.
- Unit share of prefilled cartridges increased from 46.9% to 58.9% (+11.9%); unit sales decreased from 390.4 thousand to 246.9 thousand.

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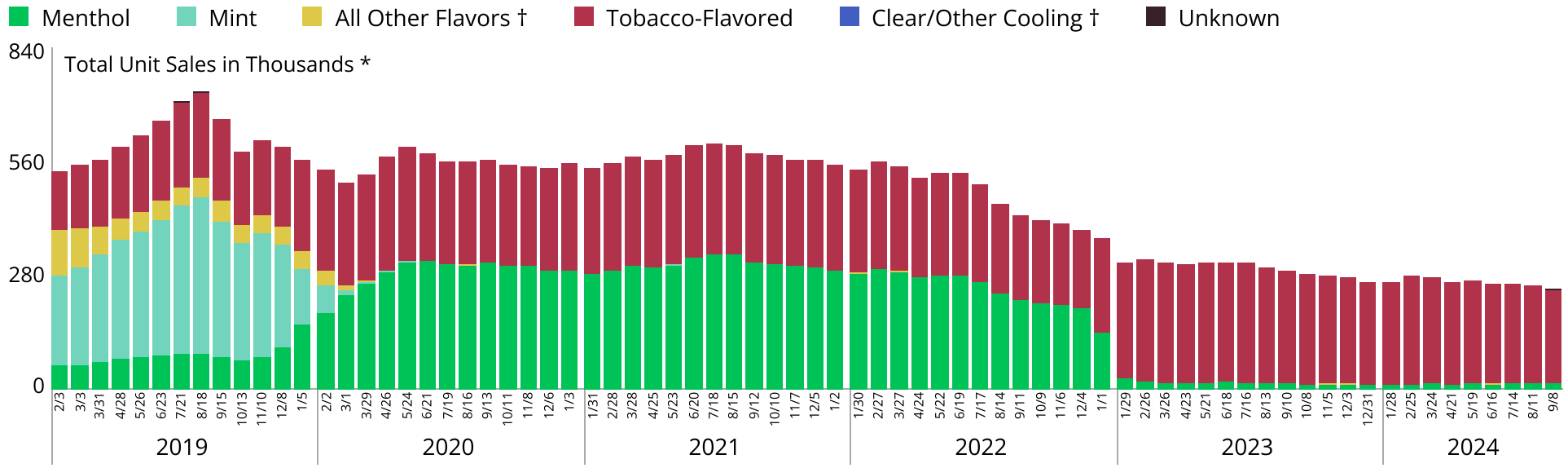
Figure 3. California E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



Disposable Devices

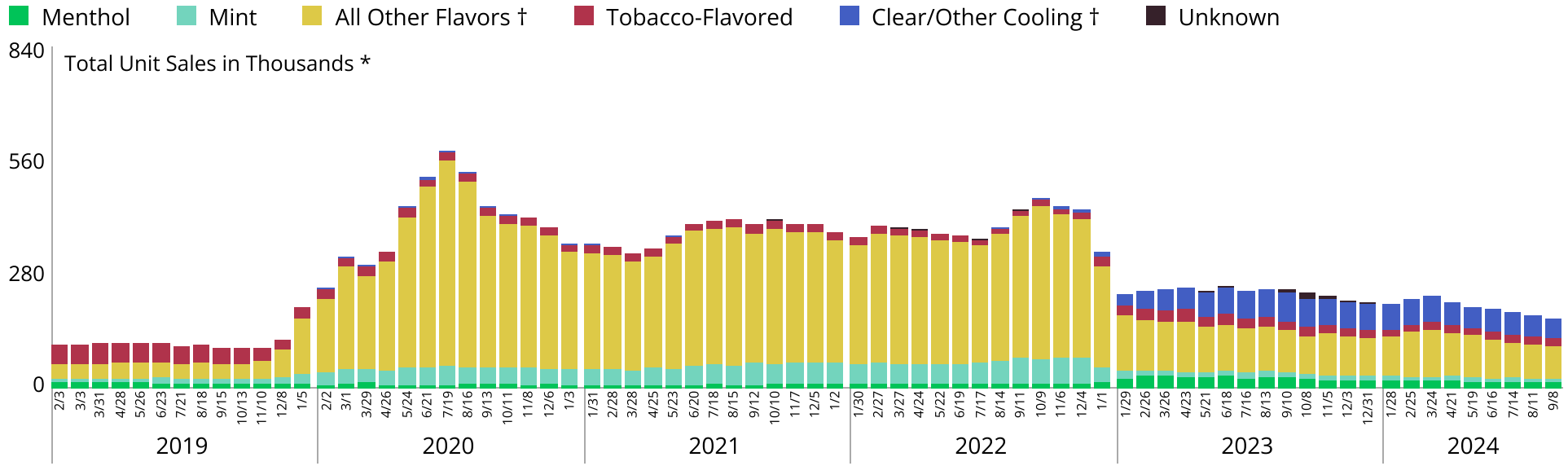


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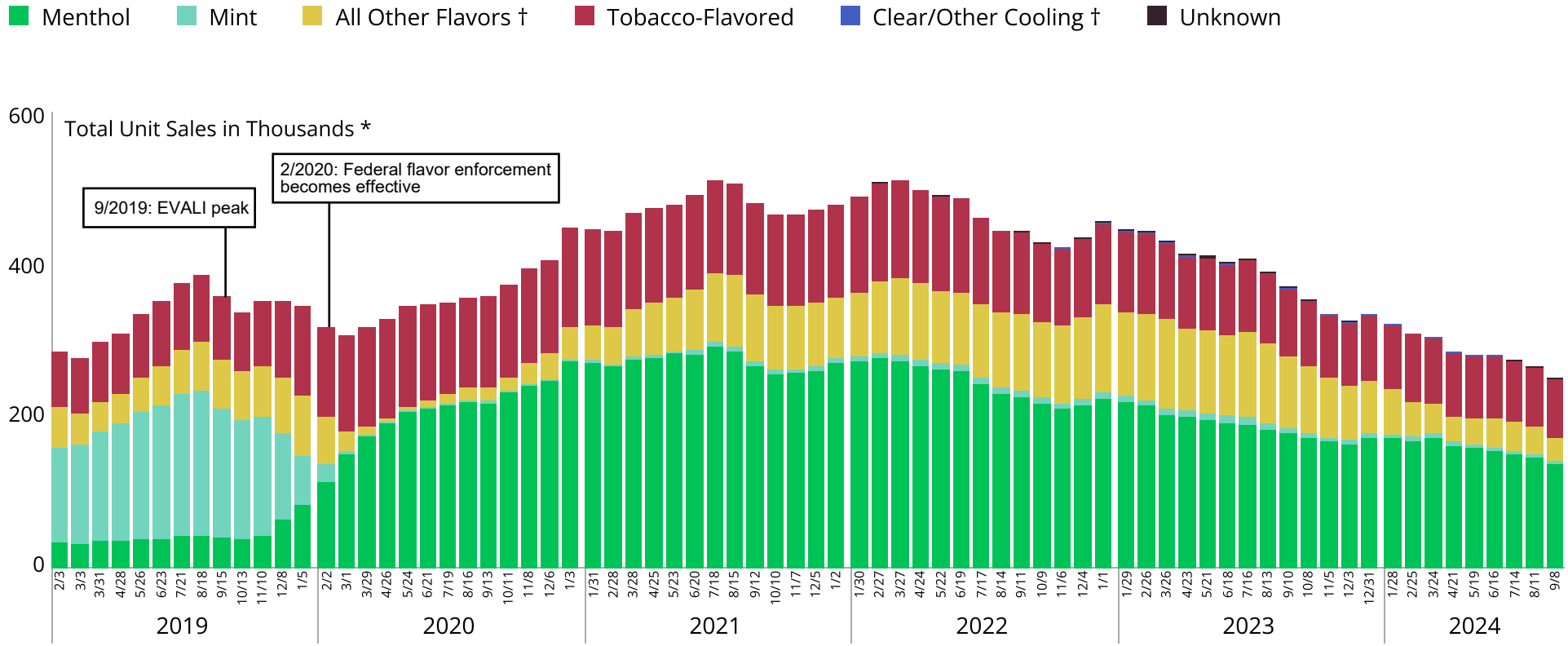
Figure 4. Colorado E-Cigarette Unit Sales by Flavor



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

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

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

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

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

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

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

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

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

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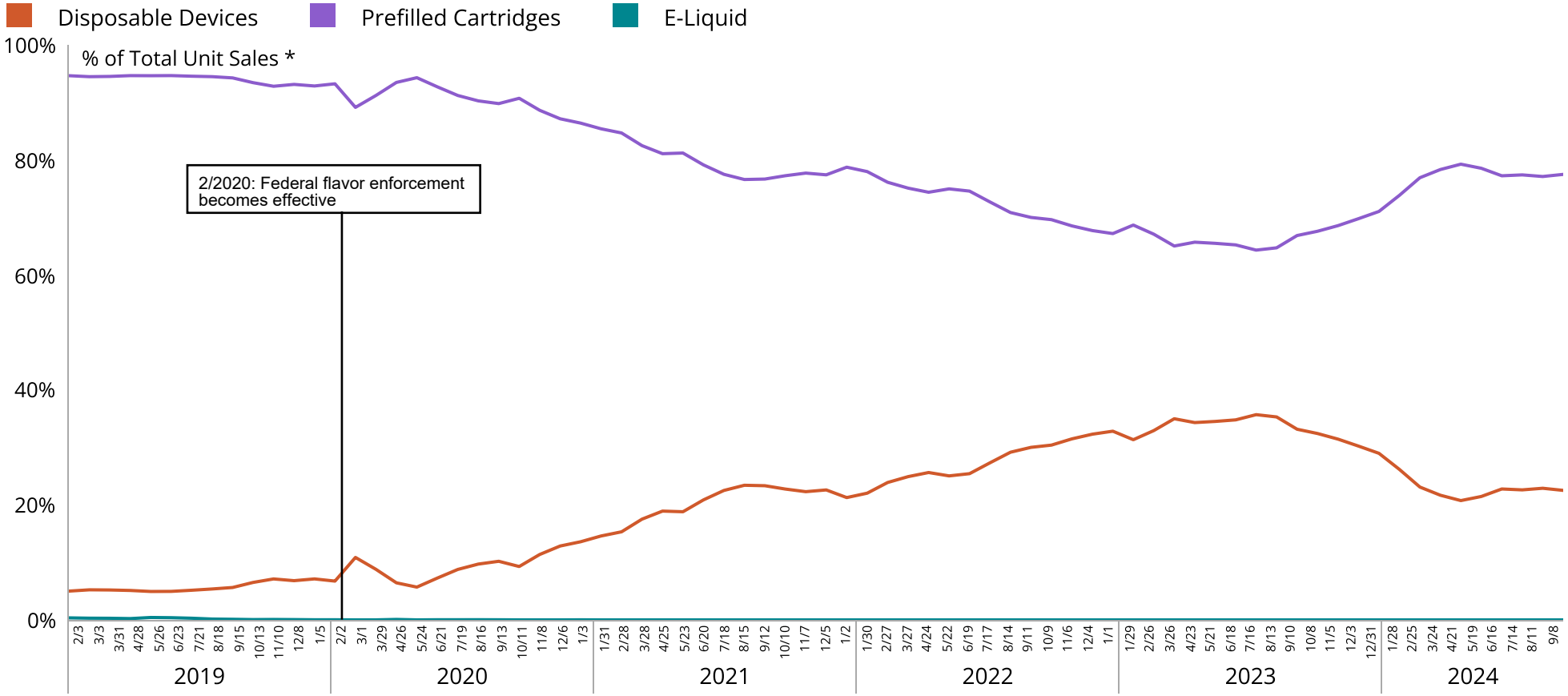
Figure 5. Colorado E-Cigarette Unit Share by Product Type



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

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

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

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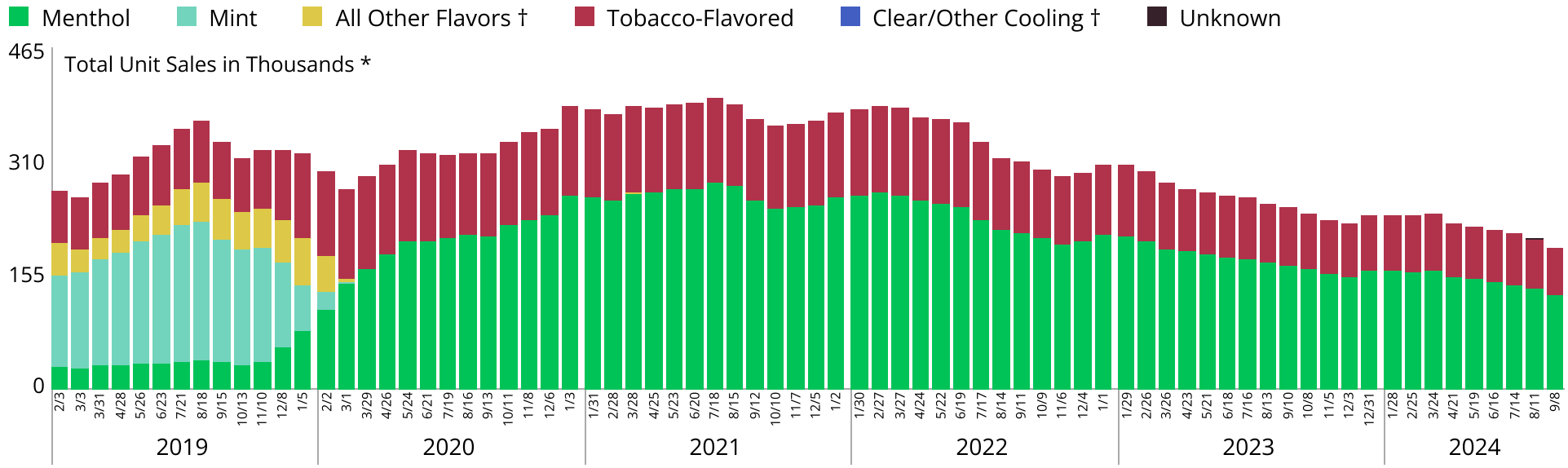
Figure 6. Colorado E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



Disposable Devices

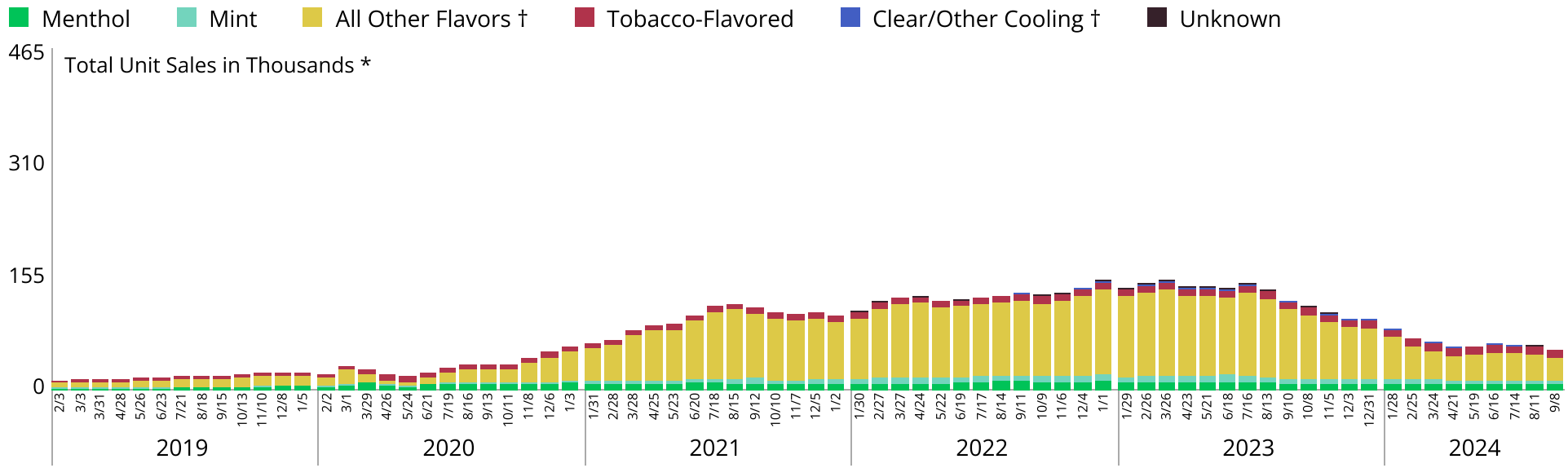


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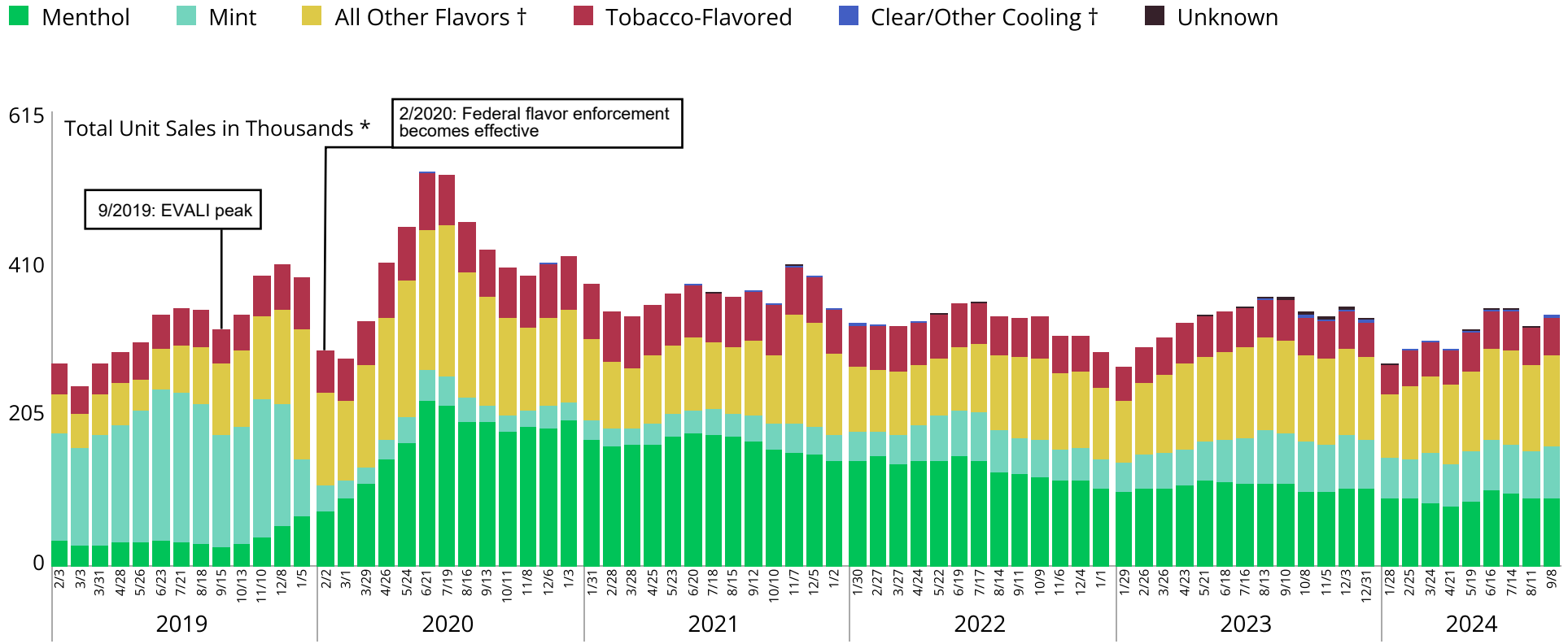
Figure 7. Connecticut E-Cigarette Unit Sales by Flavor



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

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

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

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

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

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

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

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

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

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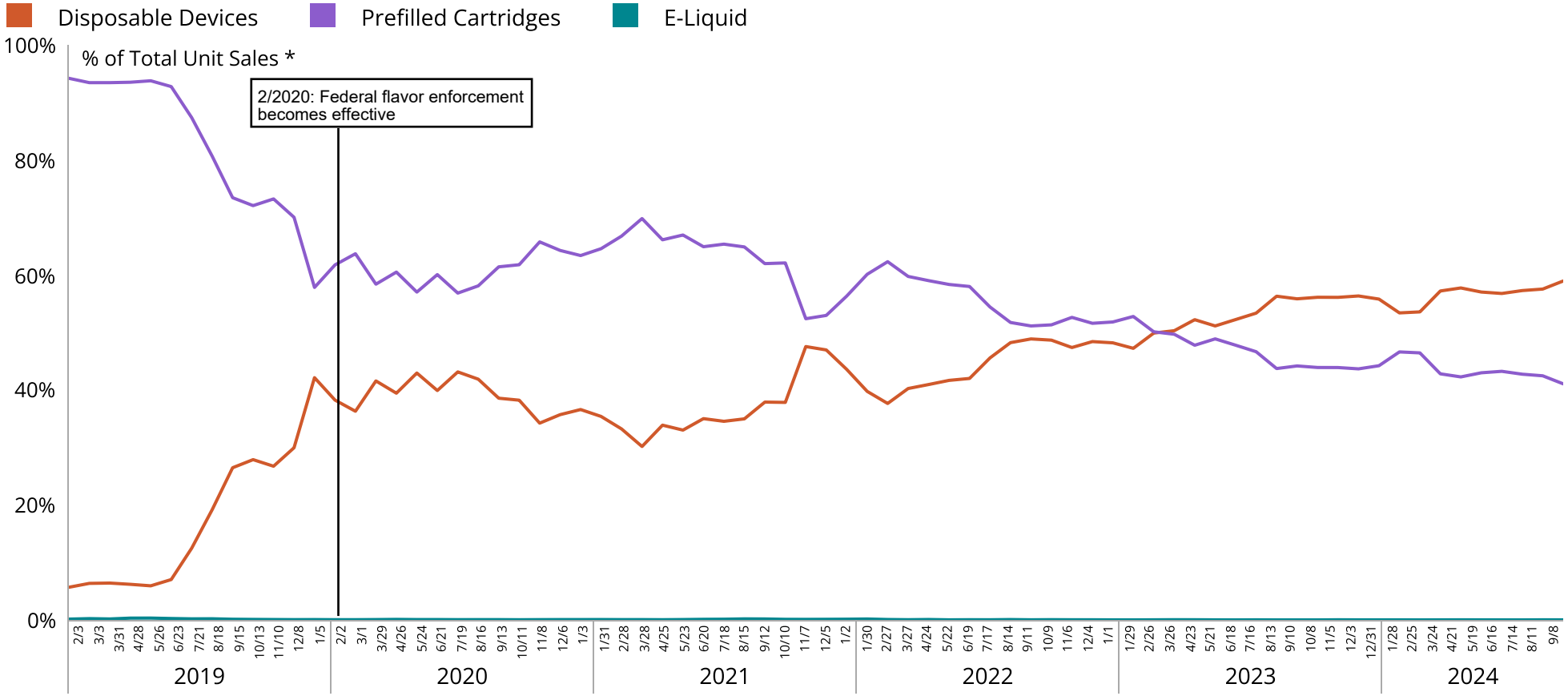
Figure 8. Connecticut E-Cigarette Unit Share by Product Type



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

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

- Unit share of disposable devices increased from 38.2% to 58.9% (+20.7%); unit sales increased from 111.2 thousand to 200.8 thousand.
- Unit share of prefilled cartridges decreased from 61.7% to 41.1% (-20.7%); unit sales decreased from 179.6 thousand to 139.9 thousand.

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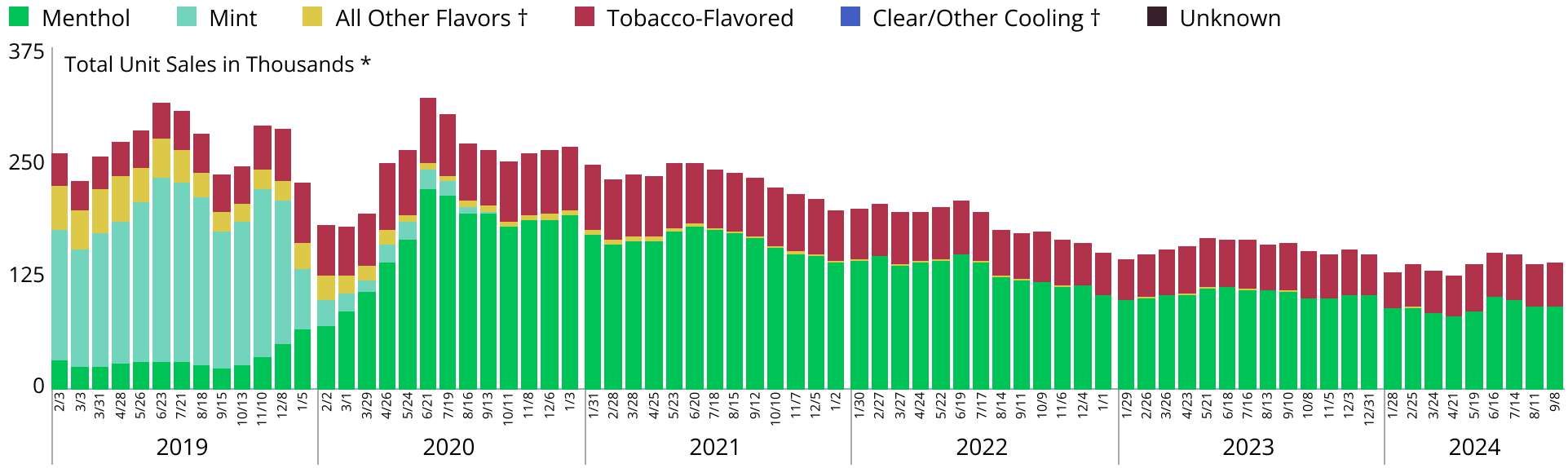
Figure 9. Connecticut E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



Disposable Devices

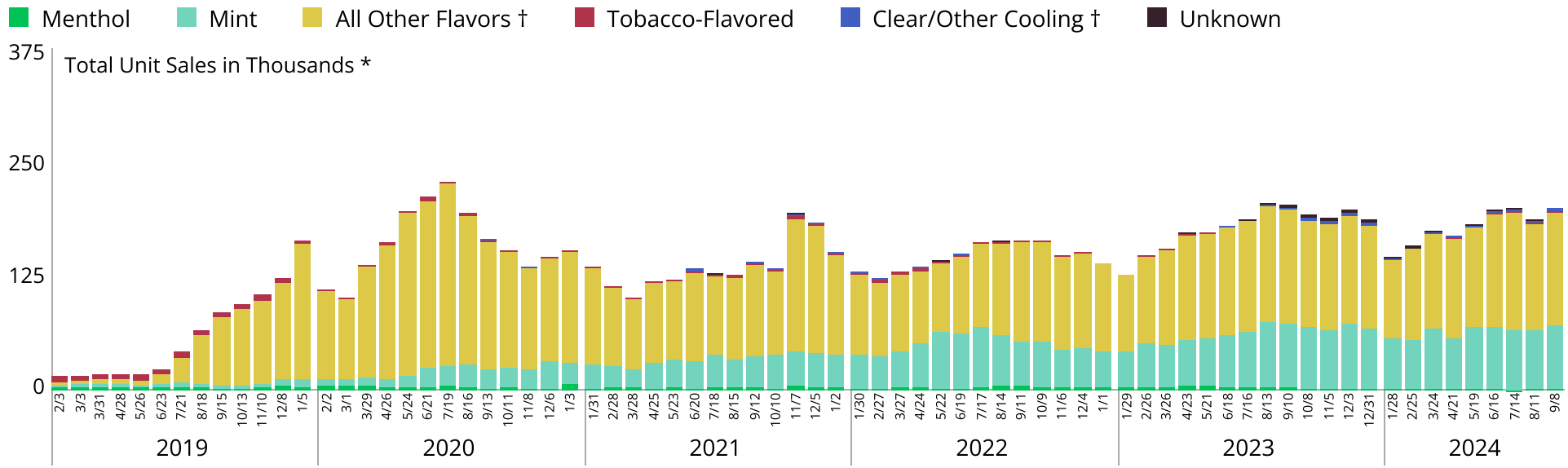


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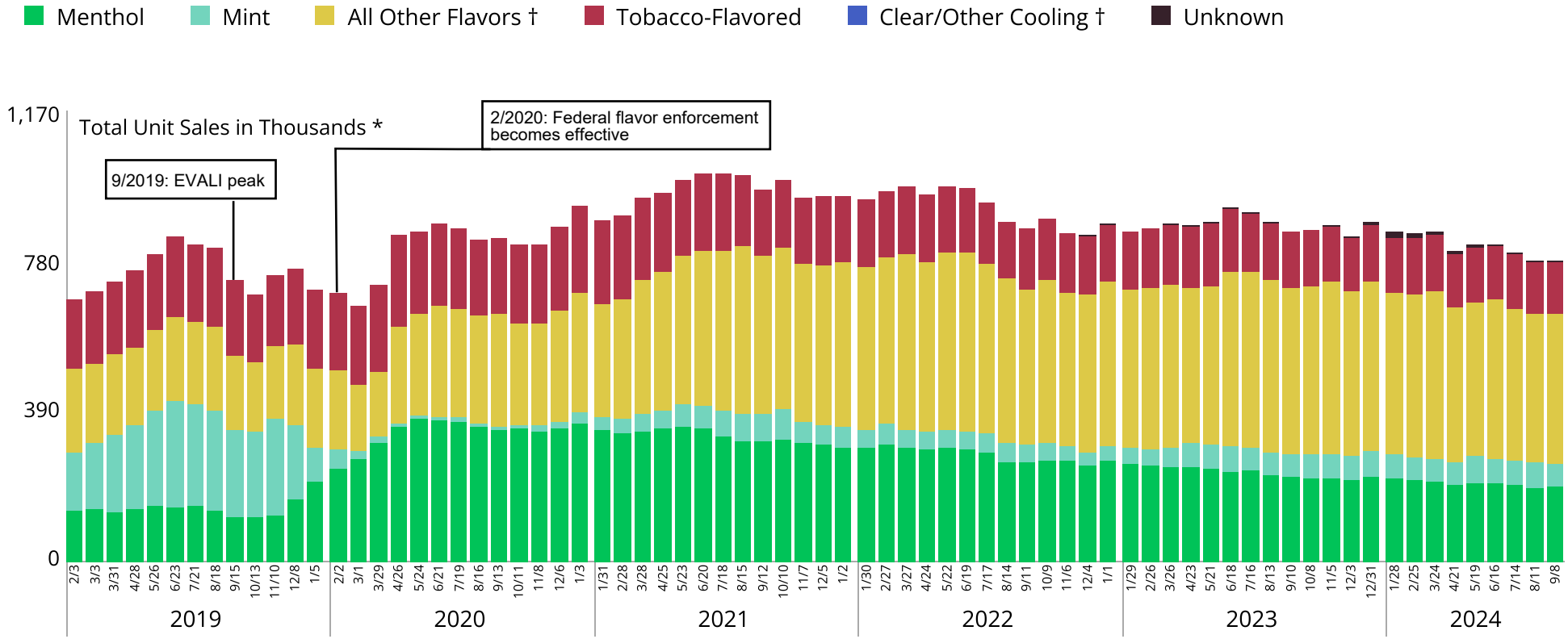
Figure 10. Illinois E-Cigarette Unit Sales by Flavor



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

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

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

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

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

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

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

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

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

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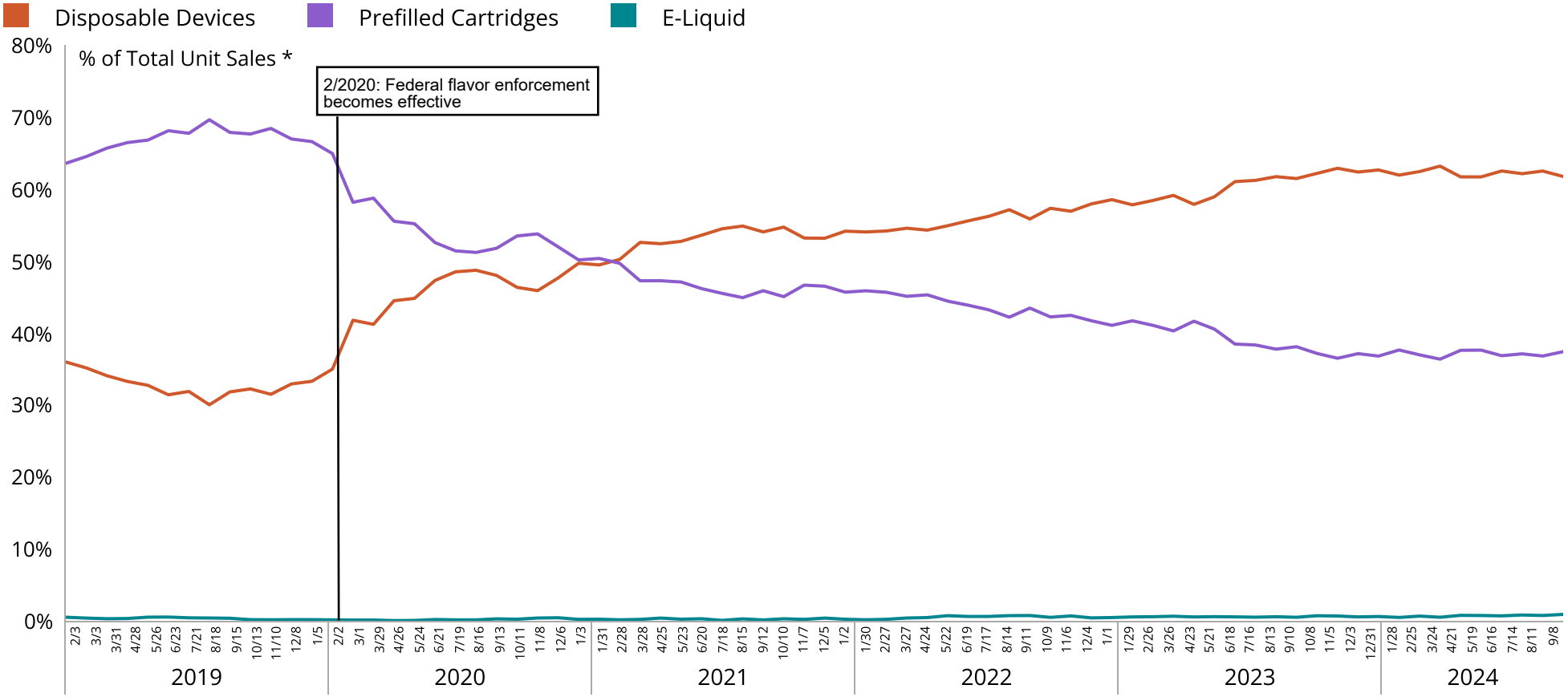
Figure 11. Illinois E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

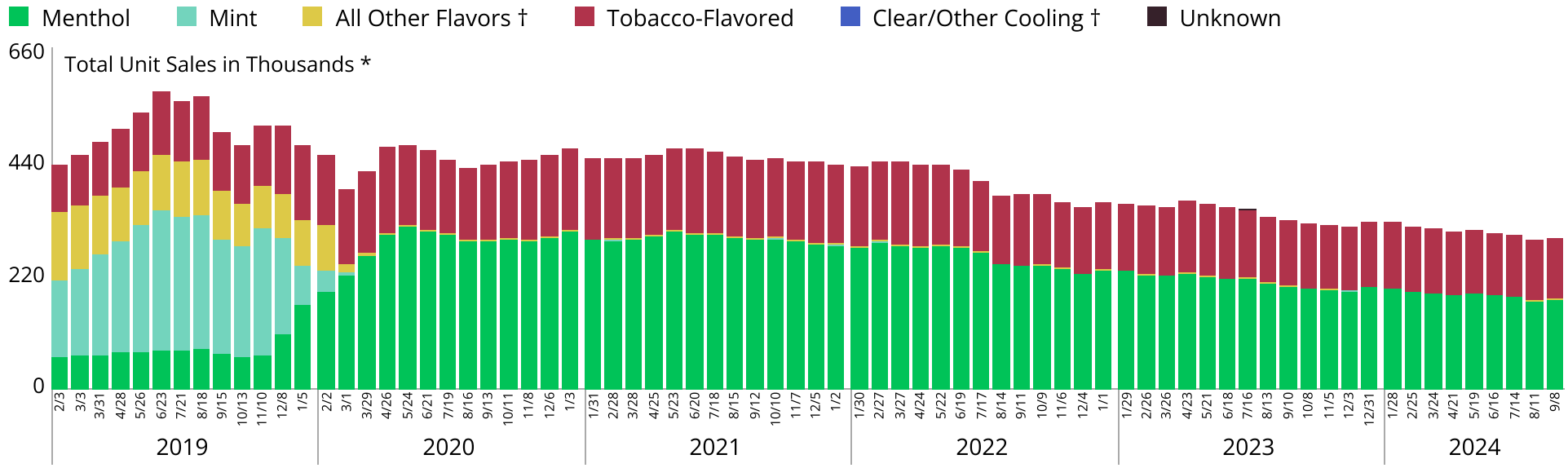
From 2/2/2020 to 9/8/2024, unless otherwise specified

- Unit share of disposable devices increased from 35.0% to 61.7% (+26.8%); unit sales increased from 243.4 thousand to 482 thousand.
- Unit share of prefilled cartridges decreased from 64.9% to 37.4% (-27.5%); unit sales decreased from 451.9 thousand to 291.9 thousand.

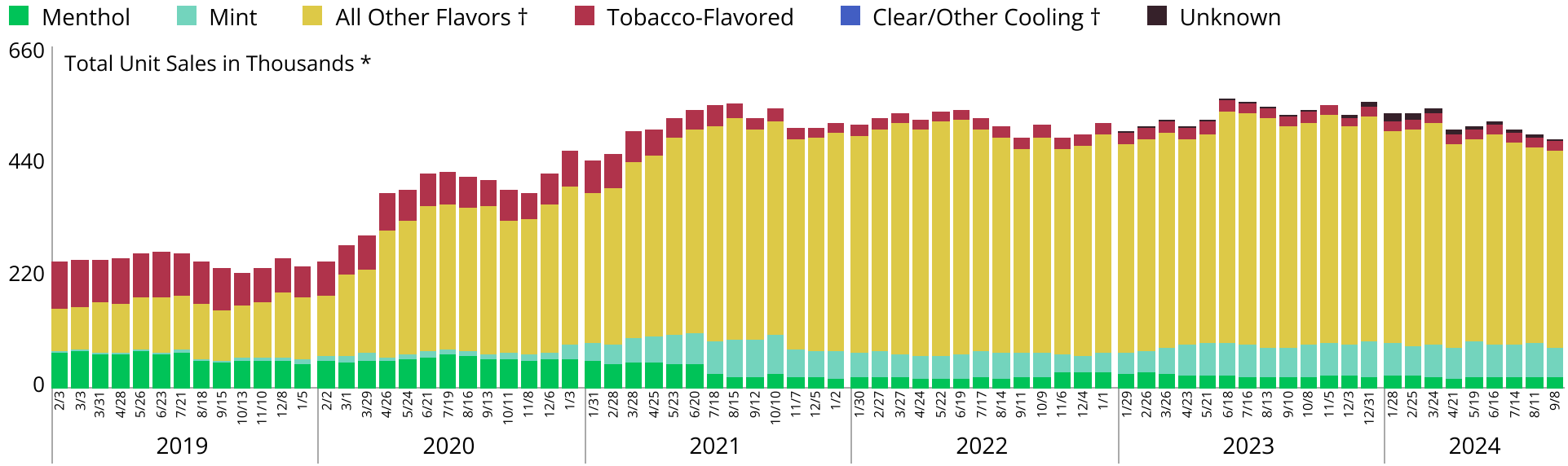
All estimates and analyses in this data brief based on Circana (formerly IRI, Information Resources, Inc.) Multi-Outlet + Convenience data are by the author and not by Circana. Financial support was provided by Bloomberg Philanthropies through a grant to the CDC Foundation. According to Circana, new e-cigarette product coding is managed to consistently meet or exceed releasing products that cover a minimum of 95.5% of total e-cigarette dollar sales at any given time. Coding and releasing of new products are prioritized based on significance of dollar sales in order to continually comply with capturing at least 95.5% of total e-cigarette dollar sales in each period.

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

Prefilled Cartridges



Disposable Devices



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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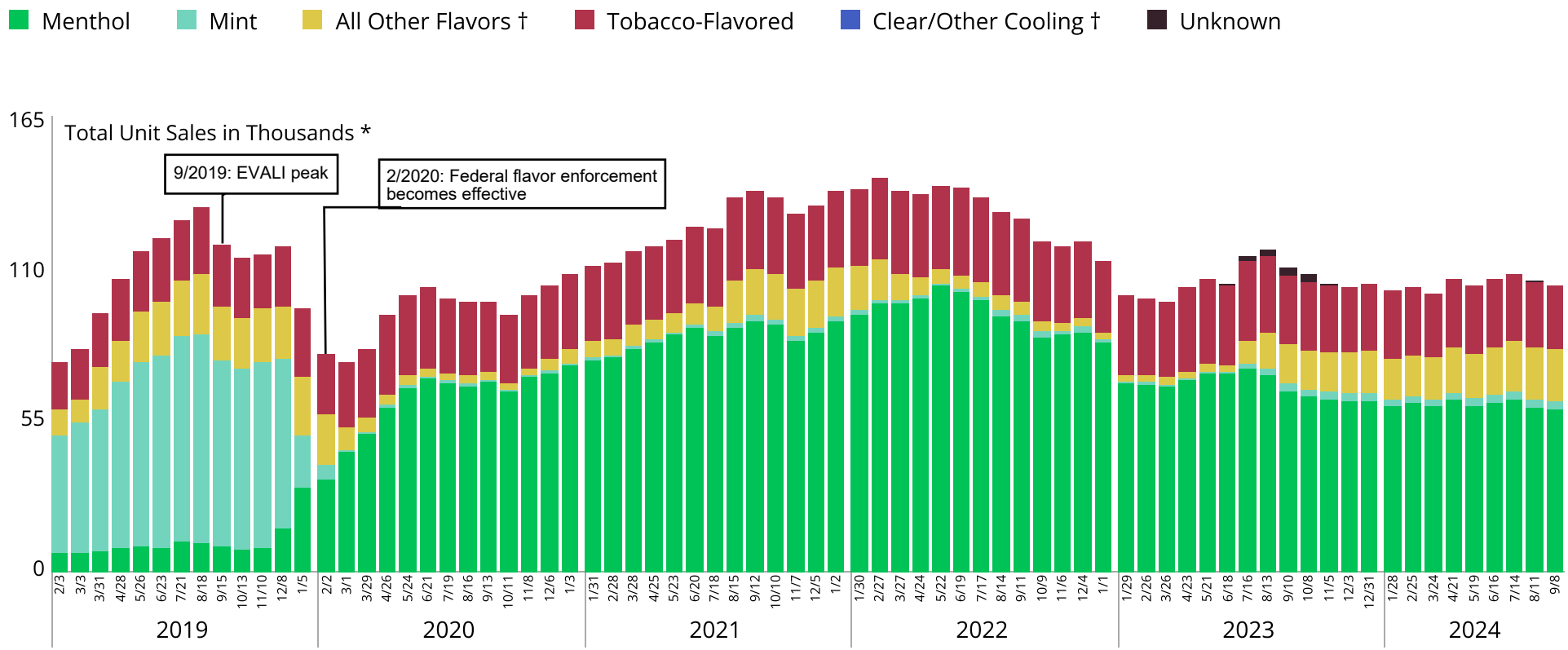
Figure 13. Maine E-Cigarette Unit Sales by Flavor



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

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

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

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

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

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

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

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

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

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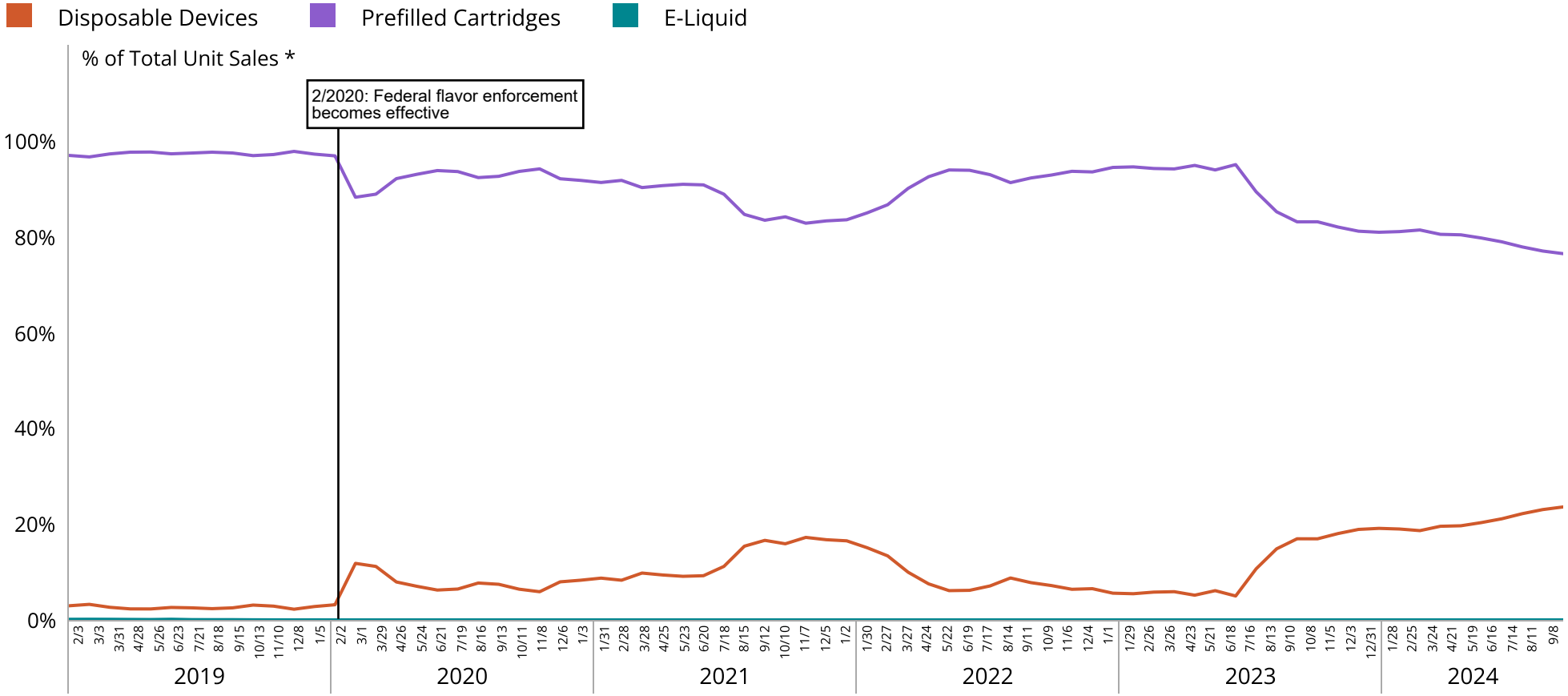
Figure 14. Maine E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

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

- Unit share of disposable devices increased from 3.2% to 23.6% (+20.4%); unit sales increased from 2.5 thousand to 24.4 thousand.
- Unit share of prefilled cartridges decreased from 96.8% to 76.4% (-20.4%); unit sales increased from 76.4 thousand to 79.2 thousand.

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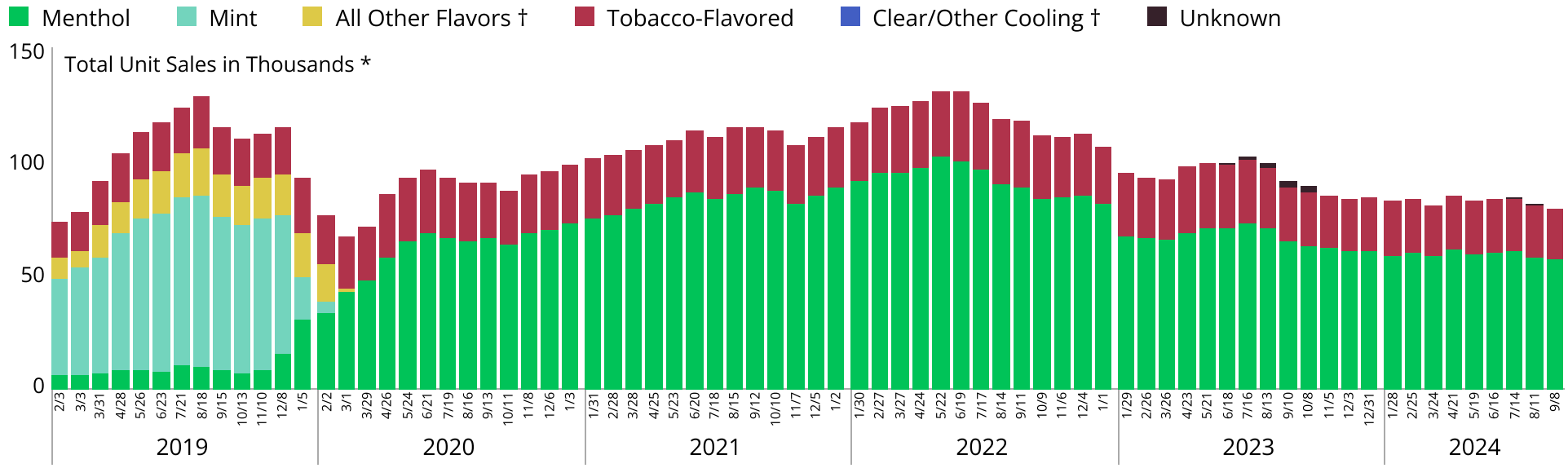
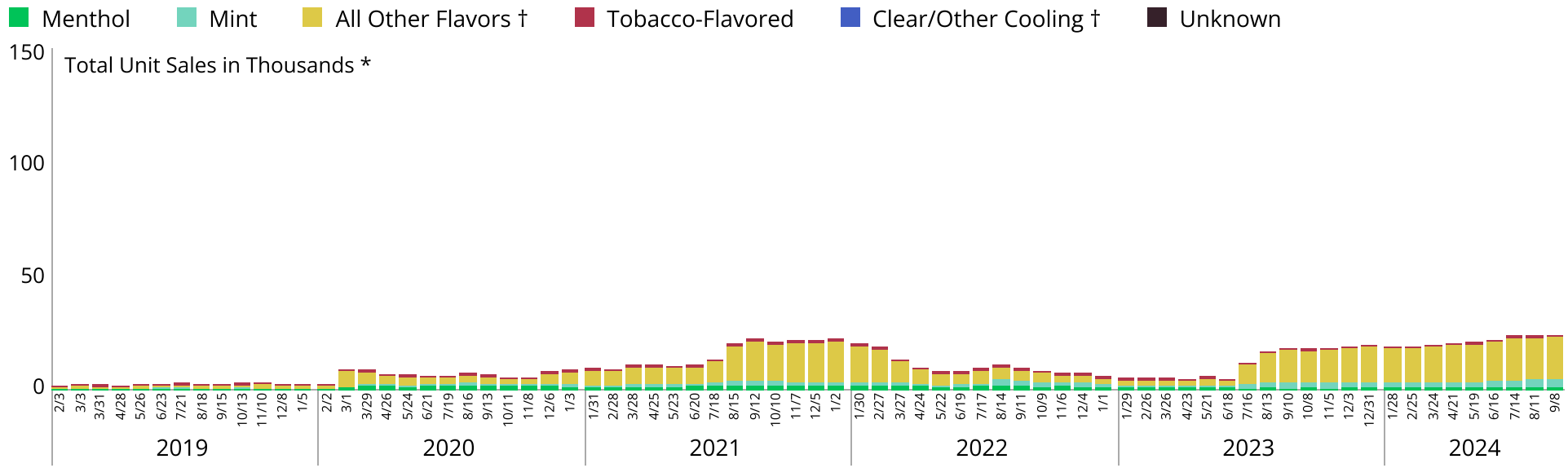
Figure 15. Maine E-Cigarette Unit Sales by Product Type and Flavor

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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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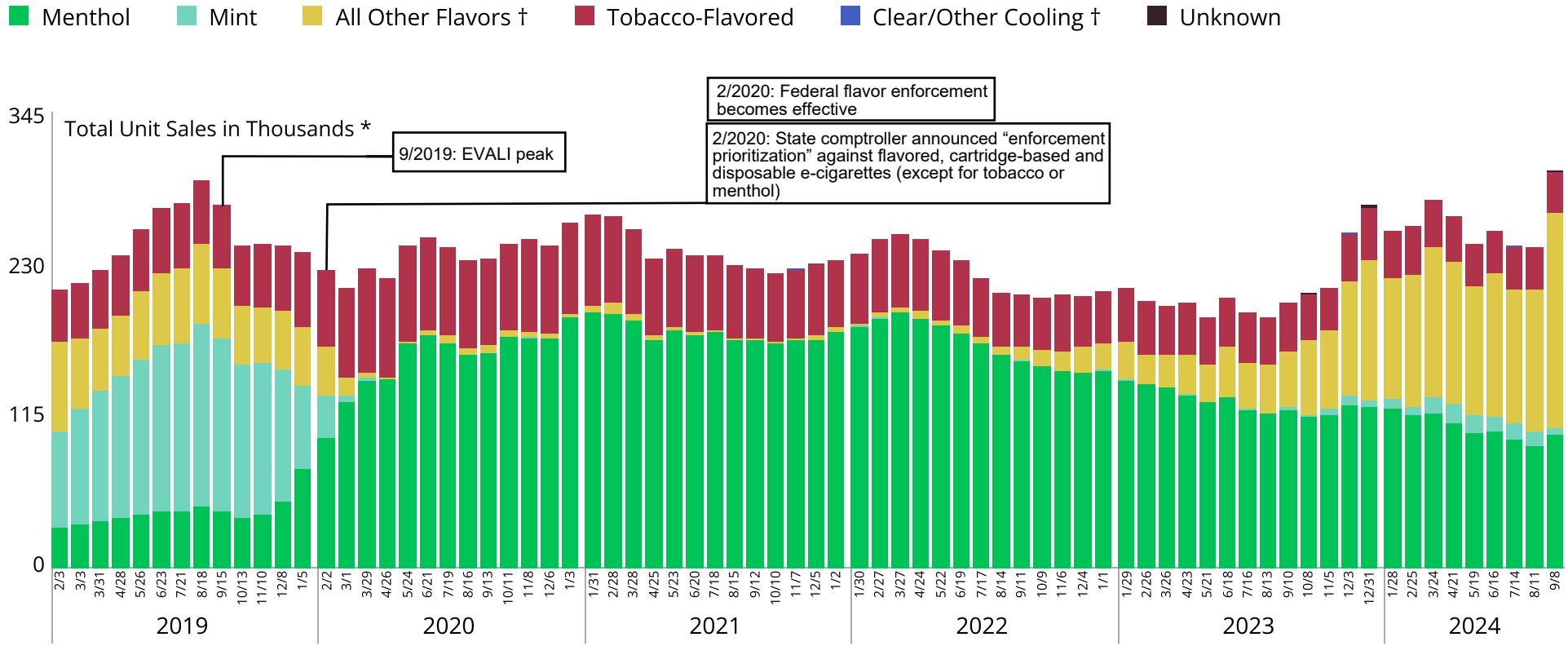
Figure 16. Maryland E-Cigarette Unit Sales by Flavor



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

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

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

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

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

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

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

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

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

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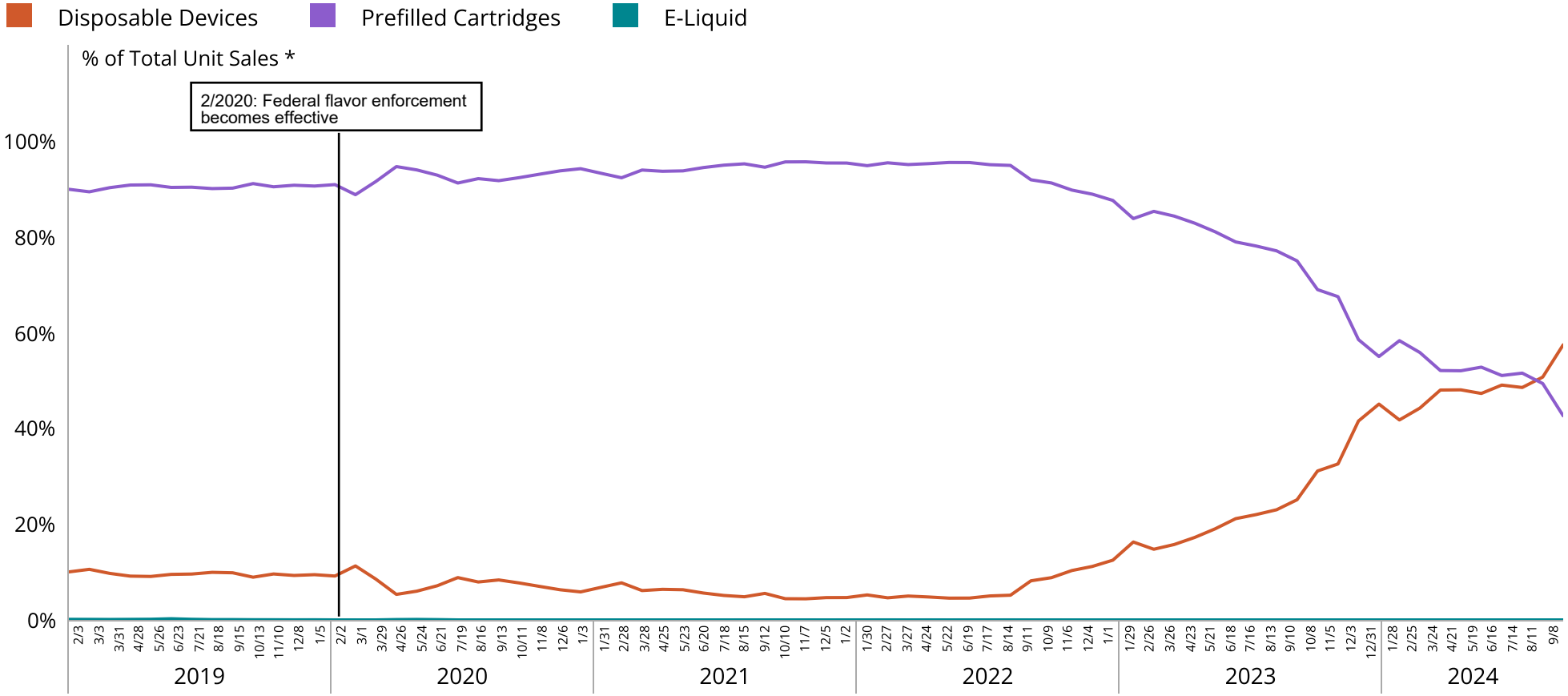
Figure 17. Maryland E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

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

- Unit share of disposable devices increased from 9.2% to 57.4% (+48.3%); unit sales increased from 20.7 thousand to 172.4 thousand.
- Unit share of prefilled cartridges decreased from 90.8% to 42.6% (-48.2%); unit sales decreased from 205.1 thousand to 127.9 thousand.

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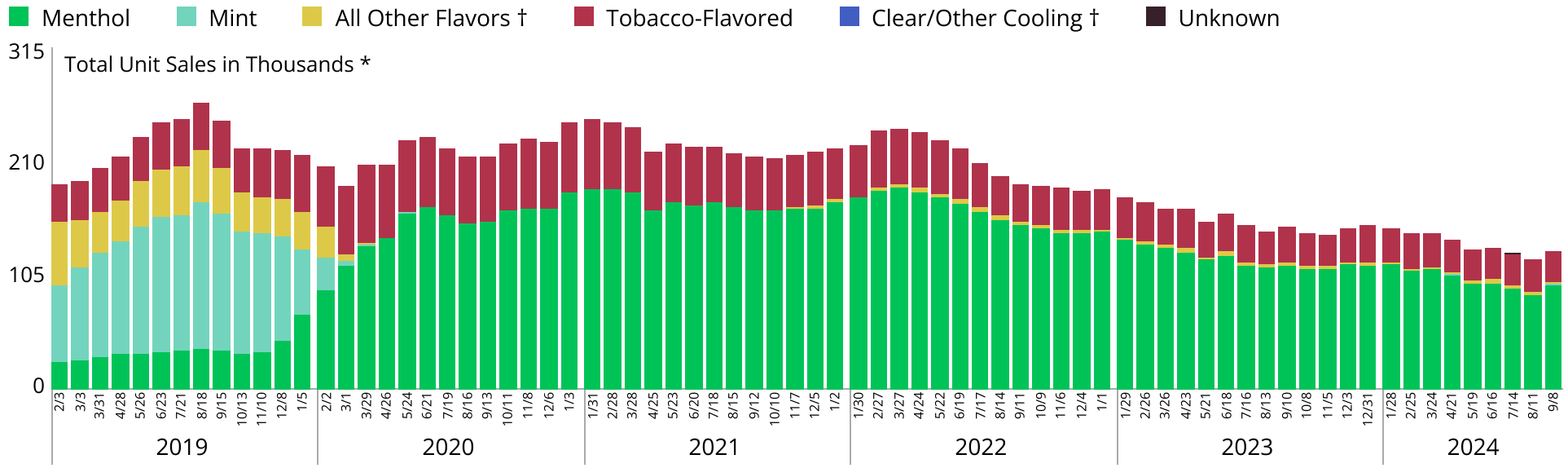
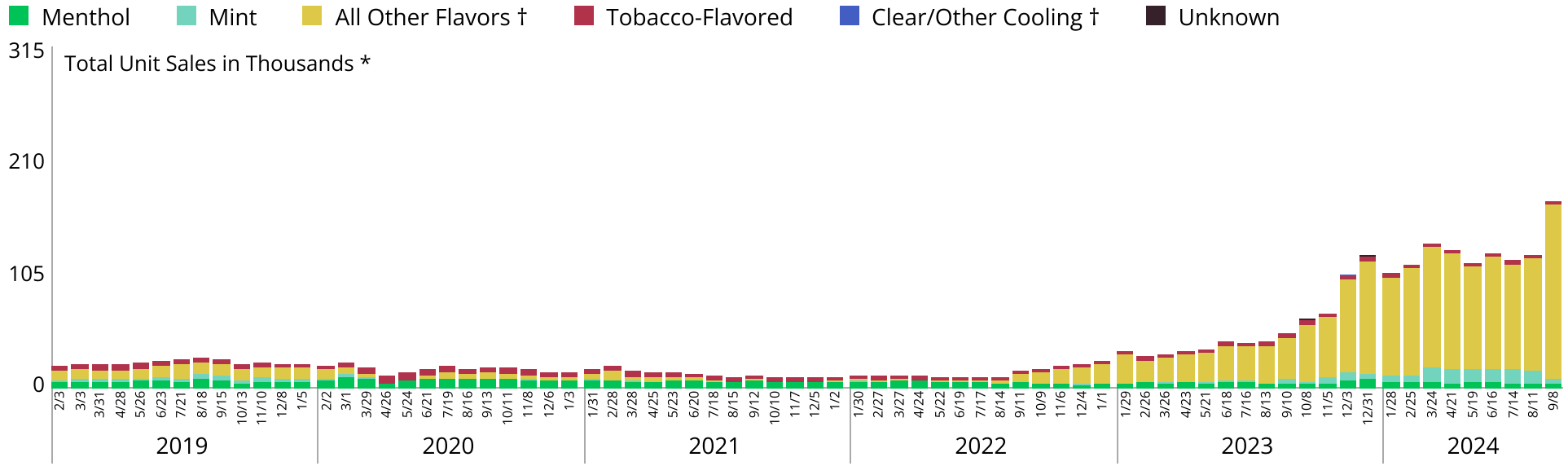
Figure 18. Maryland E-Cigarette Unit Sales by Product Type and Flavor

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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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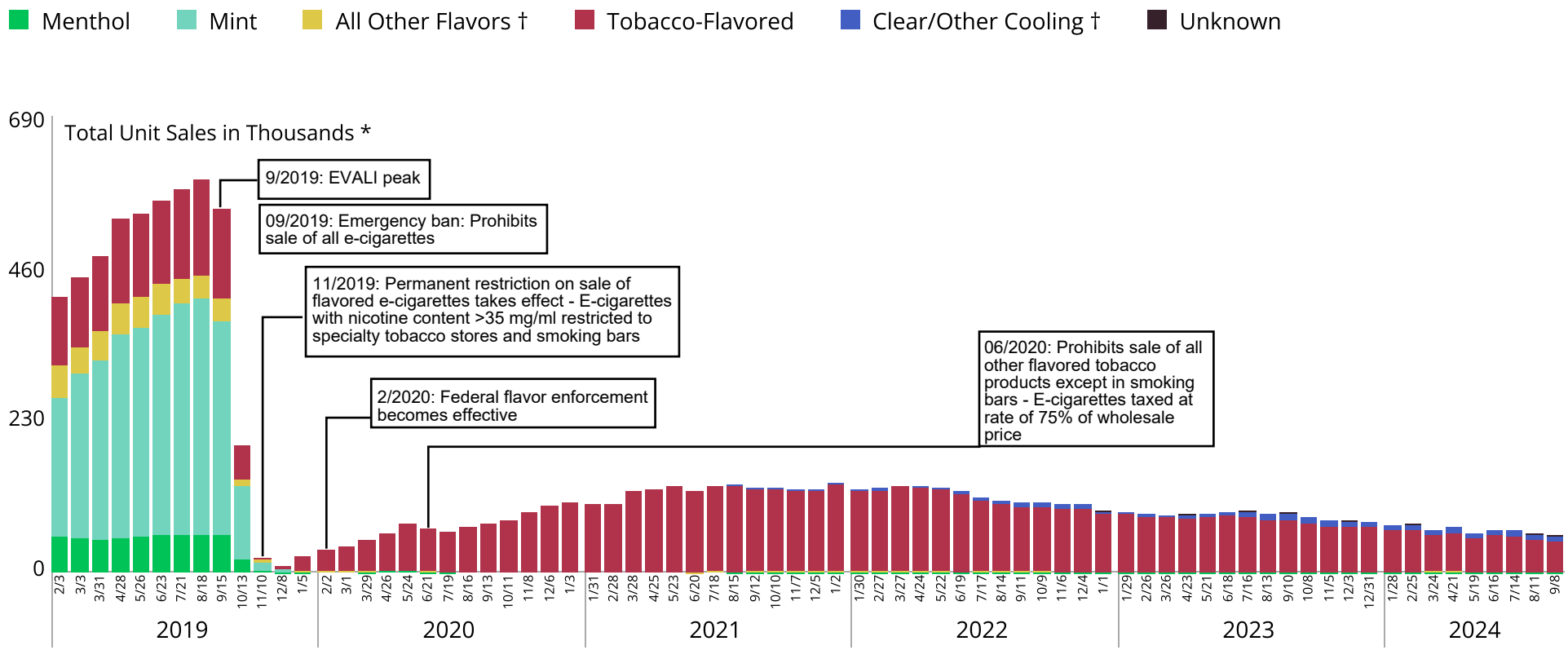
Figure 19. Massachusetts E-Cigarette Unit Sales by Flavor



* 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 (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 Massachusetts's Flavored E-cigarette Restriction

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

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

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

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

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

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

All other-flavored e-cigarette sales decreased from 32.4 thousand to 0.4 thousand (-98.8%); unit share decreased from 5.9% to 0.7%.

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

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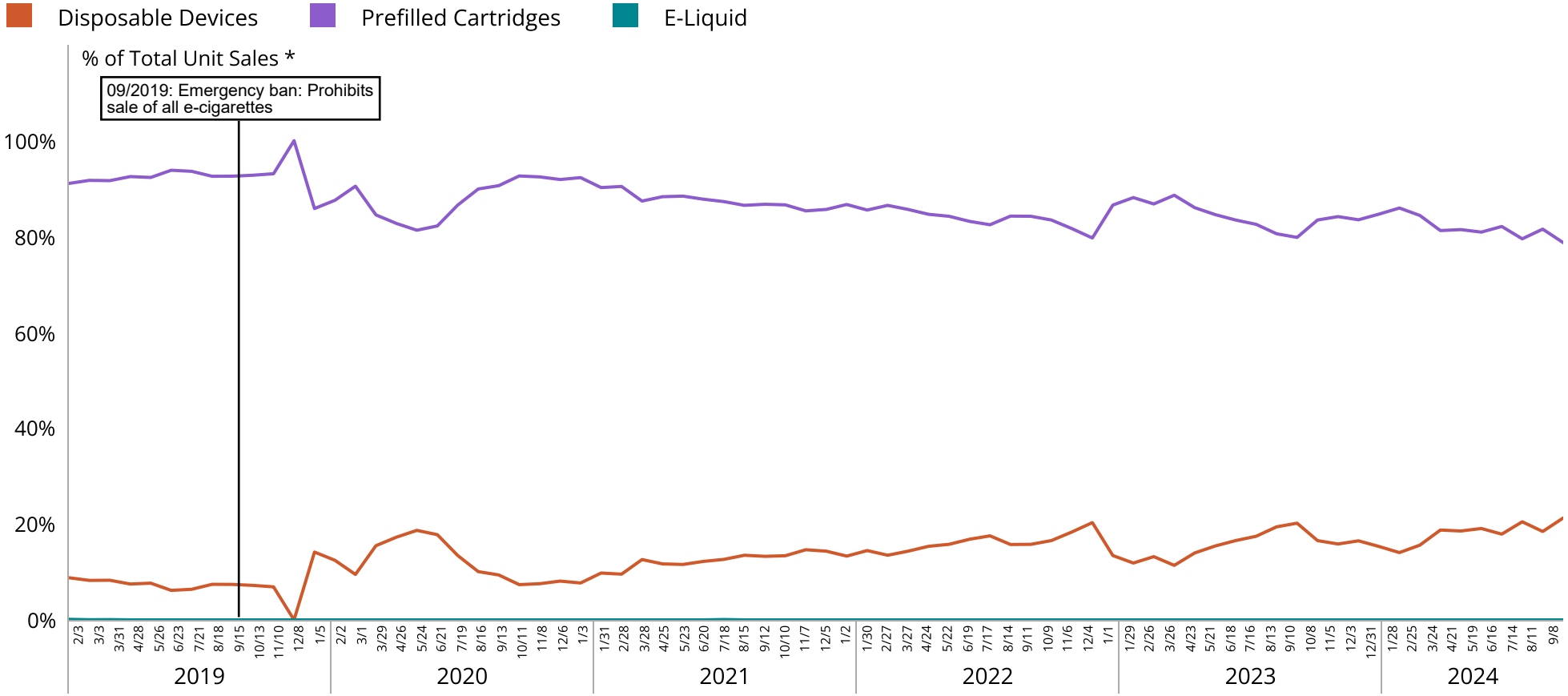
Figure 20. Massachusetts E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

Trends of Unit Share by Product Type Following Massachusetts's Flavored E-cigarette Restriction

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

- Unit share of disposable devices increased from 7.4% to 21.3% (+13.9%); unit sales decreased from 40.6 thousand to 11.8 thousand.
- Unit share of prefilled cartridges decreased from 92.6% to 78.7% (-13.9%); unit sales decreased from 508 thousand to 43.9 thousand.

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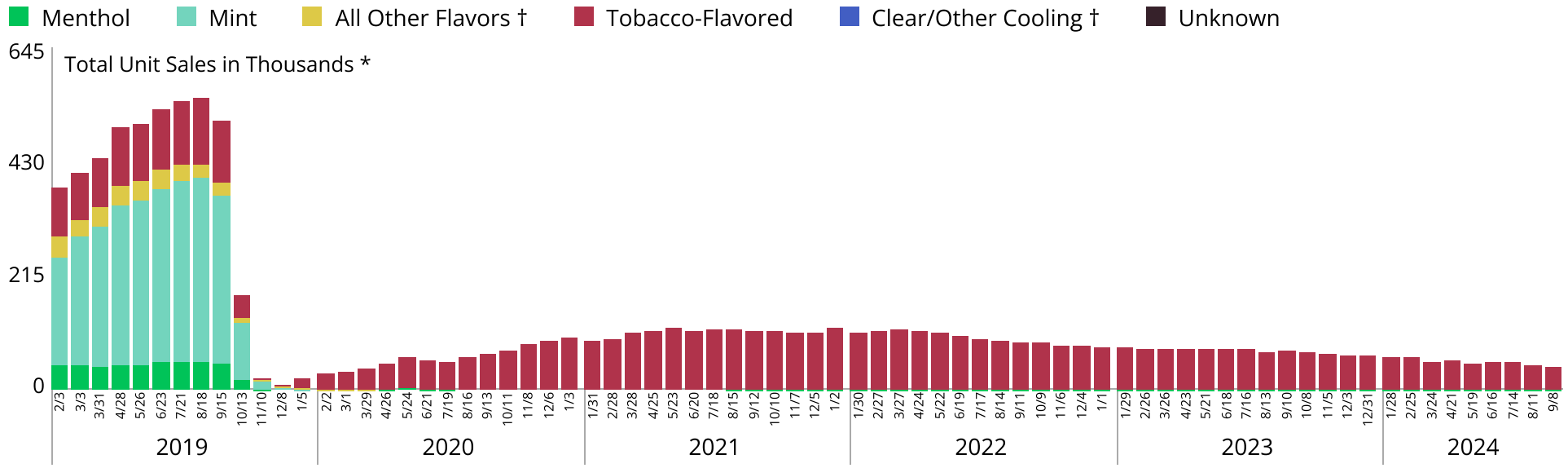
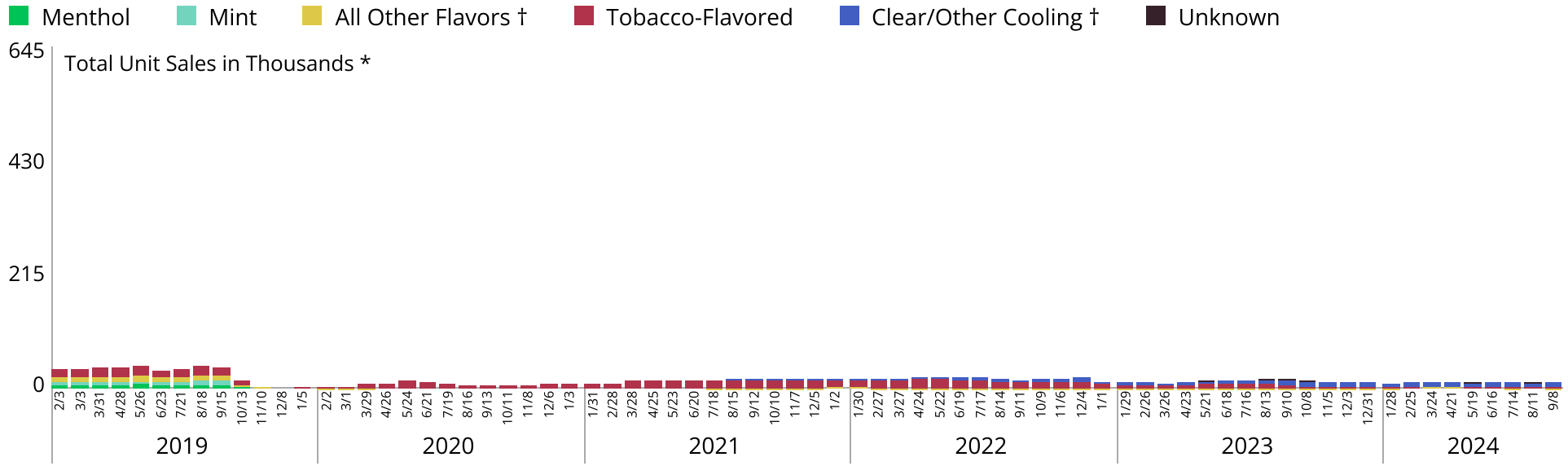
Figure 21. Massachusetts E-Cigarette Unit Sales by Product Type and Flavor

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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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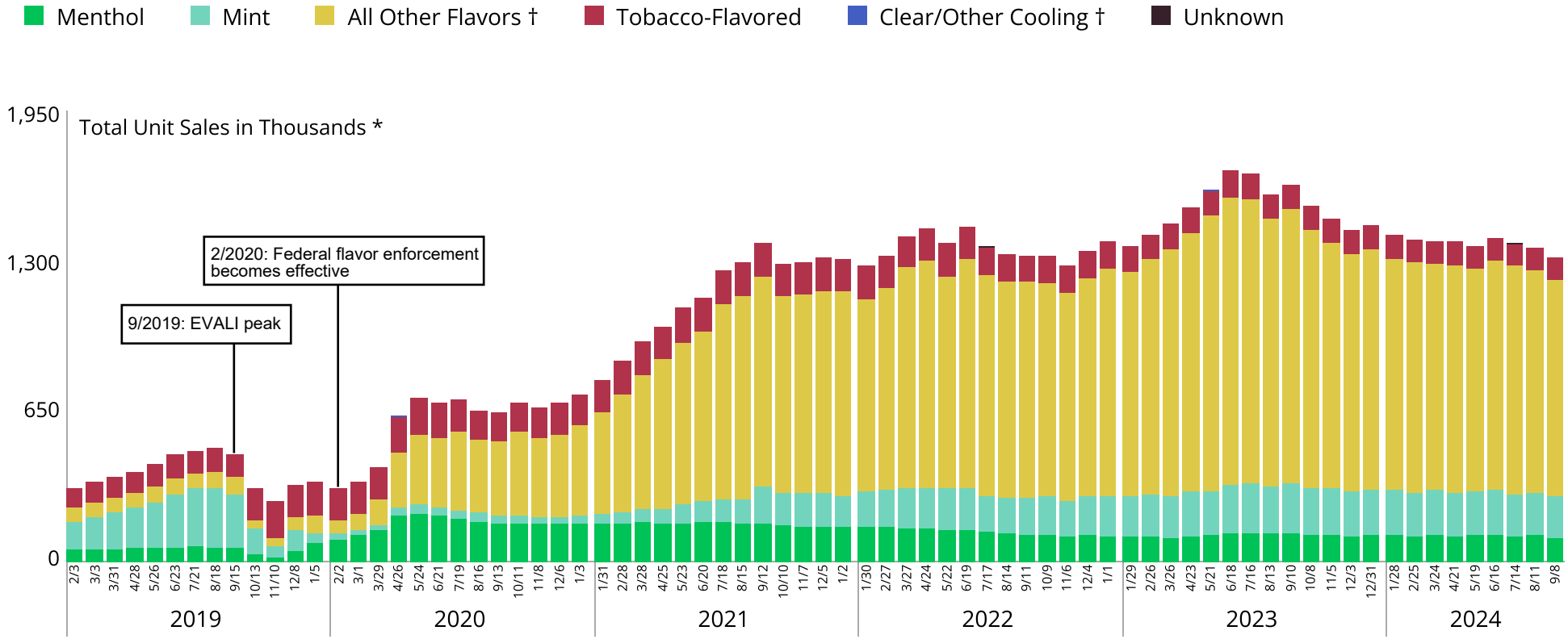
Figure 22. Michigan E-Cigarette Unit Sales by Flavor



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

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

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

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

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

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

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

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

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

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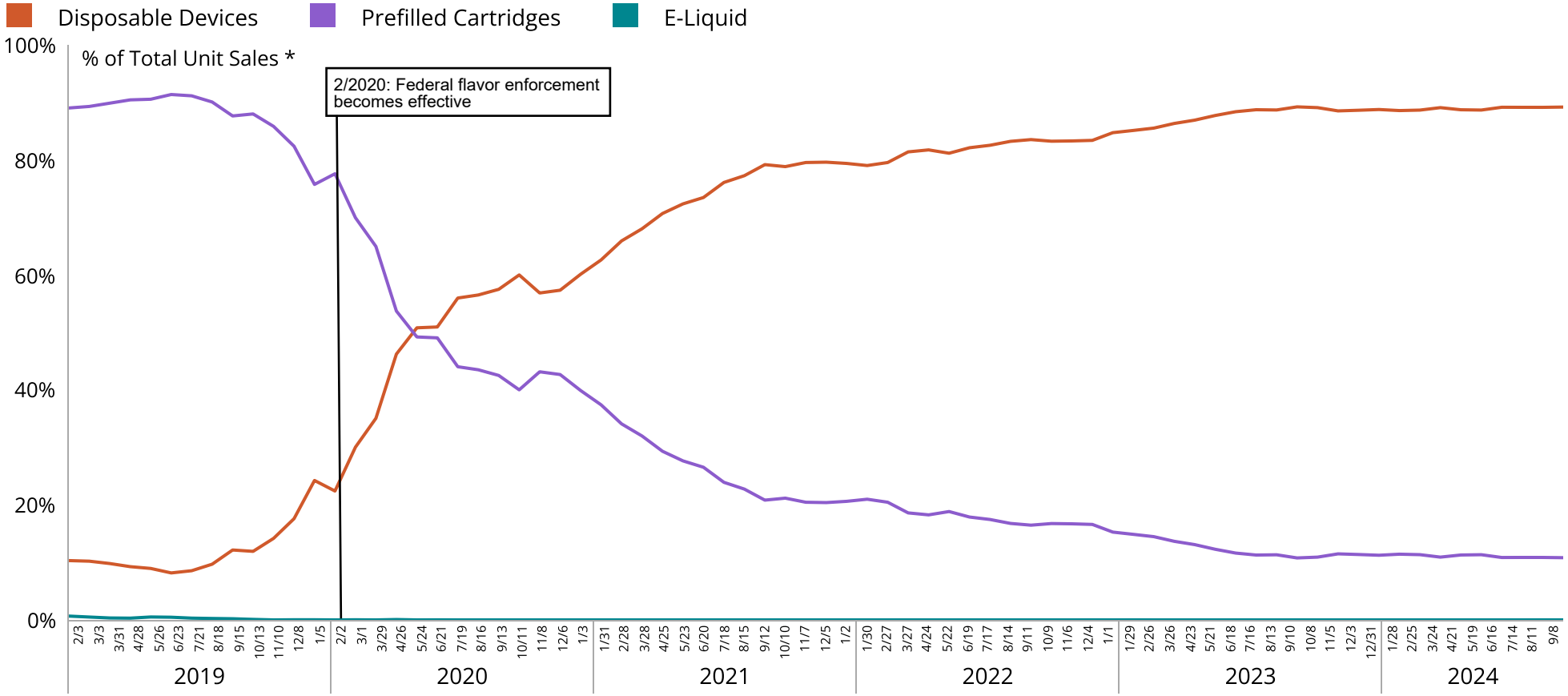
Figure 23. Michigan E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

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

- Unit share of disposable devices increased from 22.4% to 89.2% (+66.8%); unit sales increased from 71.7 thousand to 1172.3 thousand.
- Unit share of prefilled cartridges decreased from 77.6% to 10.8% (-66.8%); unit sales decreased from 248.3 thousand to 142.2 thousand.

All estimates and analyses in this data brief based on Circana (formerly IRI, Information Resources, Inc.) Multi-Outlet + Convenience data are by the author and not by Circana. Financial support was provided by Bloomberg Philanthropies through a grant to the CDC Foundation. According to Circana, new e-cigarette product coding is managed to consistently meet or exceed releasing products that cover a minimum of 95.5% of total e-cigarette dollar sales at any given time. Coding and releasing of new products are prioritized based on significance of dollar sales in order to continually comply with capturing at least 95.5% of total e-cigarette dollar sales in each period.

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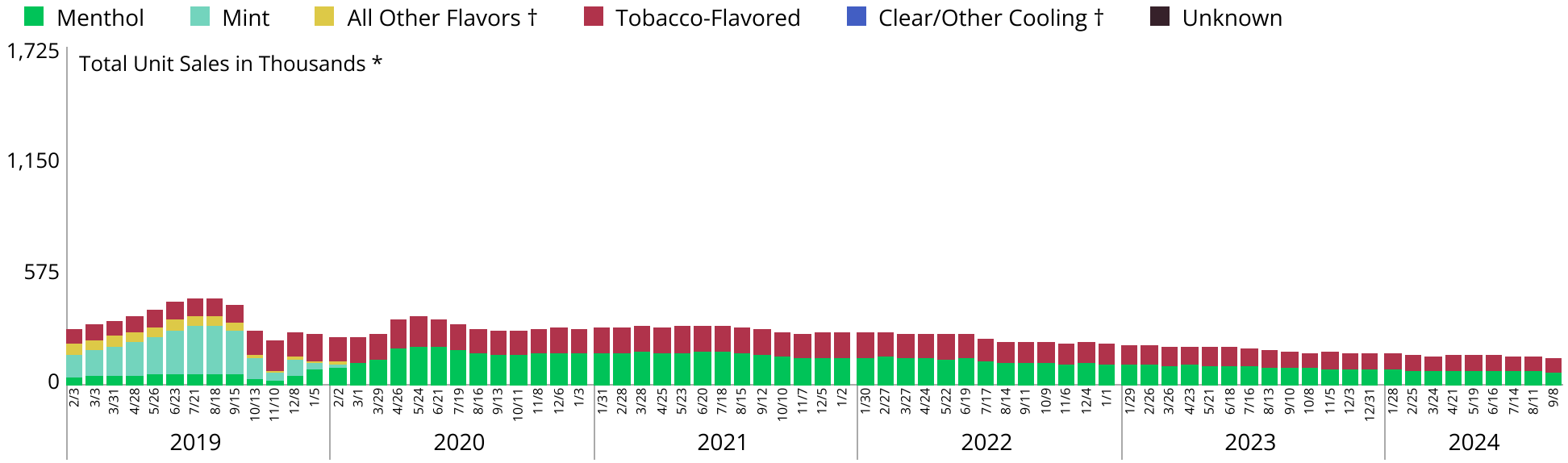
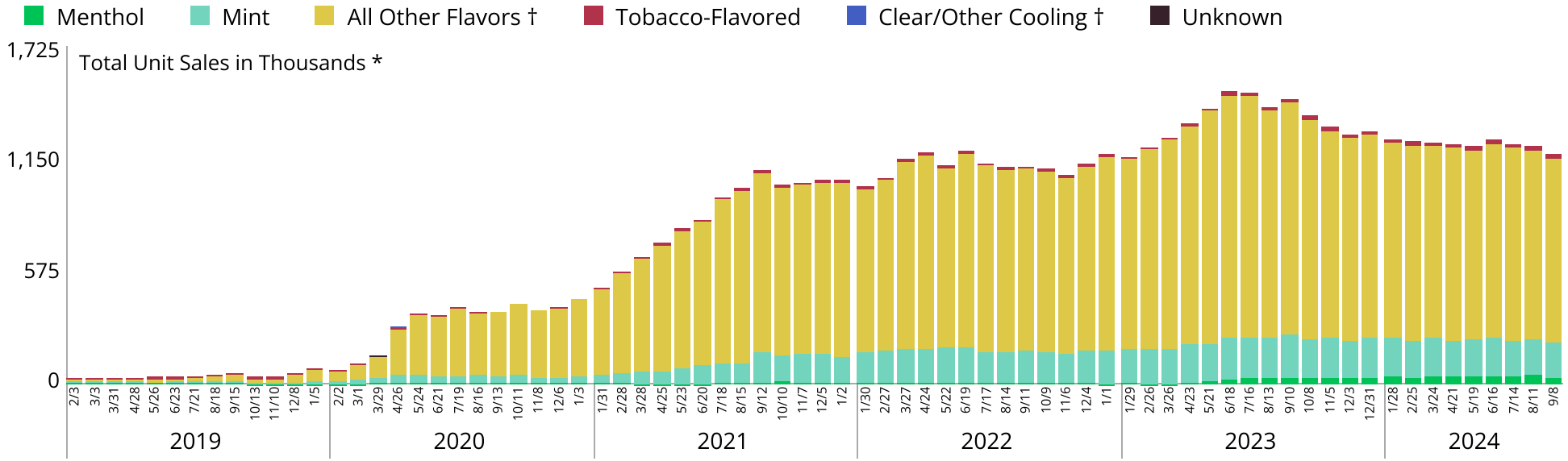
Figure 24. Michigan E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



Disposable Devices



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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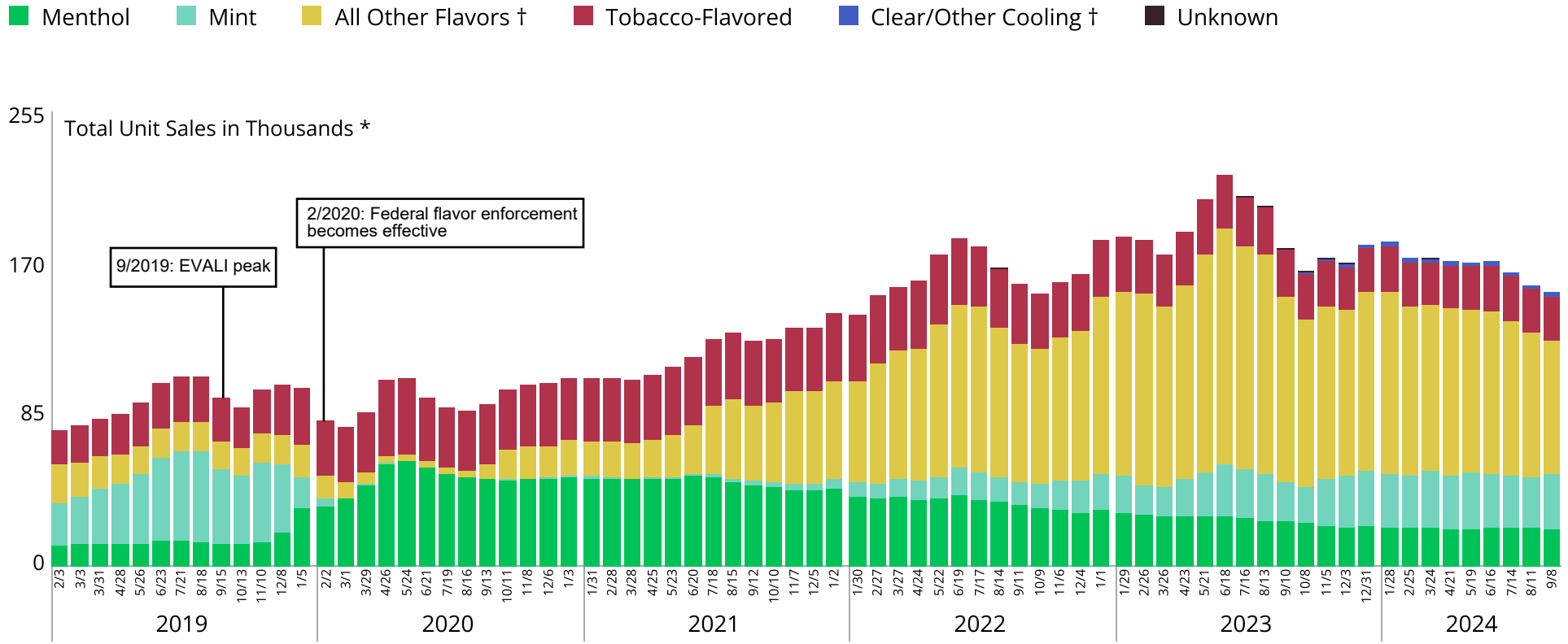
Figure 25. Minnesota E-Cigarette Unit Sales by Flavor



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

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

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

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

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

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

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

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

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

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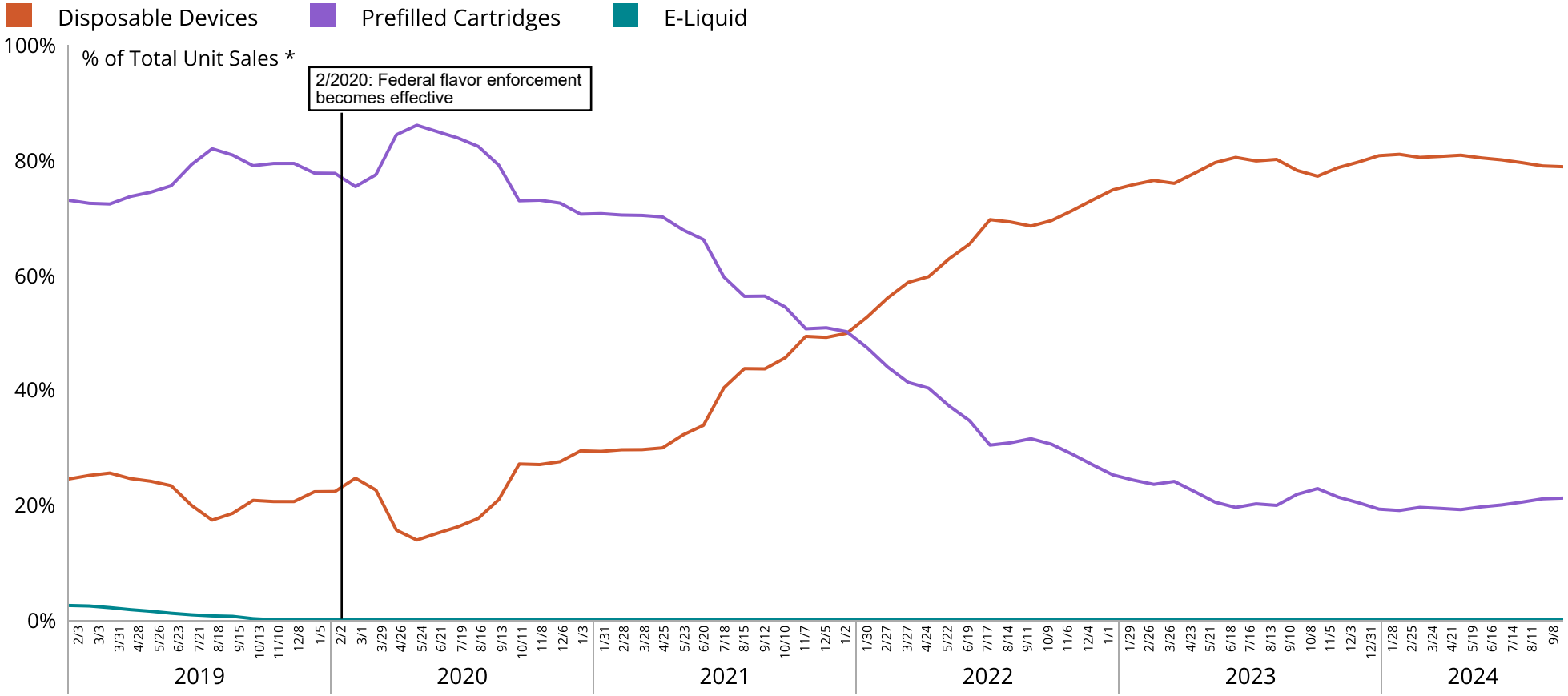
Figure 26. Minnesota E-Cigarette Unit Share by Product Type



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

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

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

- Unit share of disposable devices increased from 22.3% to 78.8% (+56.5%); unit sales increased from 18.2 thousand to 121.1 thousand.
- Unit share of prefilled cartridges decreased from 77.7% to 21.2% (-56.5%); unit sales decreased from 63.3 thousand to 32.6 thousand.

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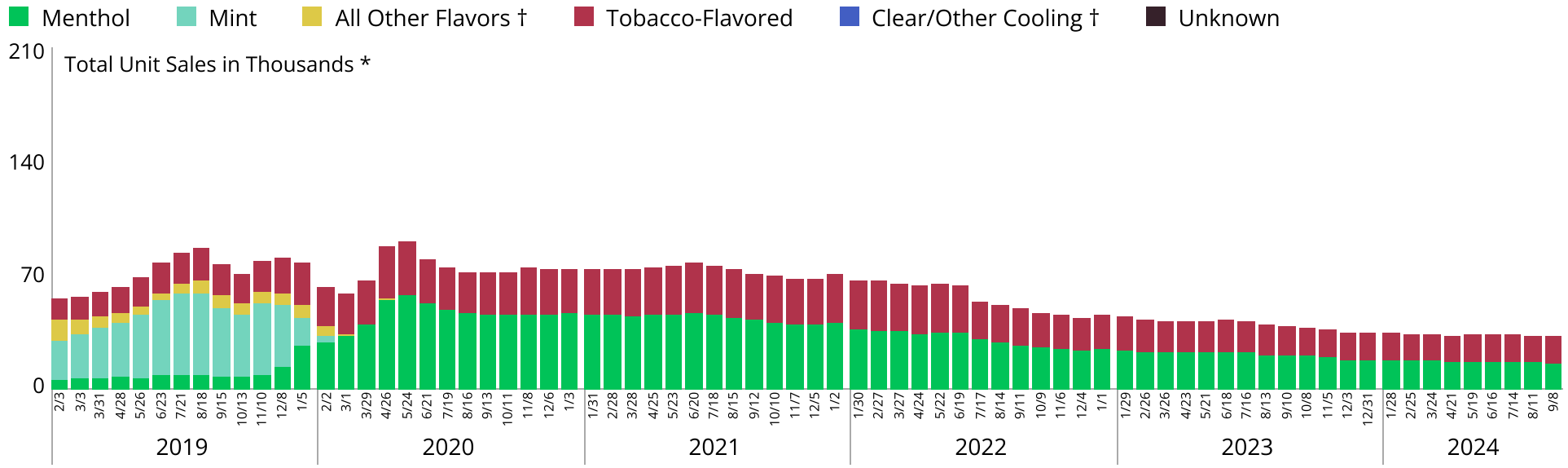
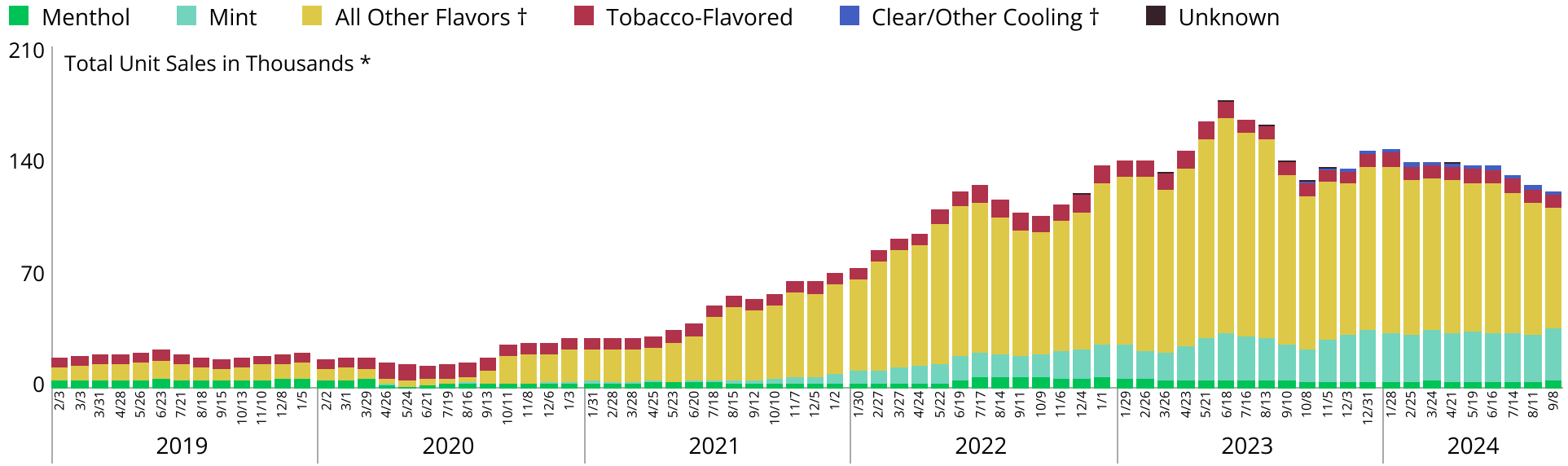
Figure 27. Minnesota E-Cigarette Unit Sales by Product Type and Flavor

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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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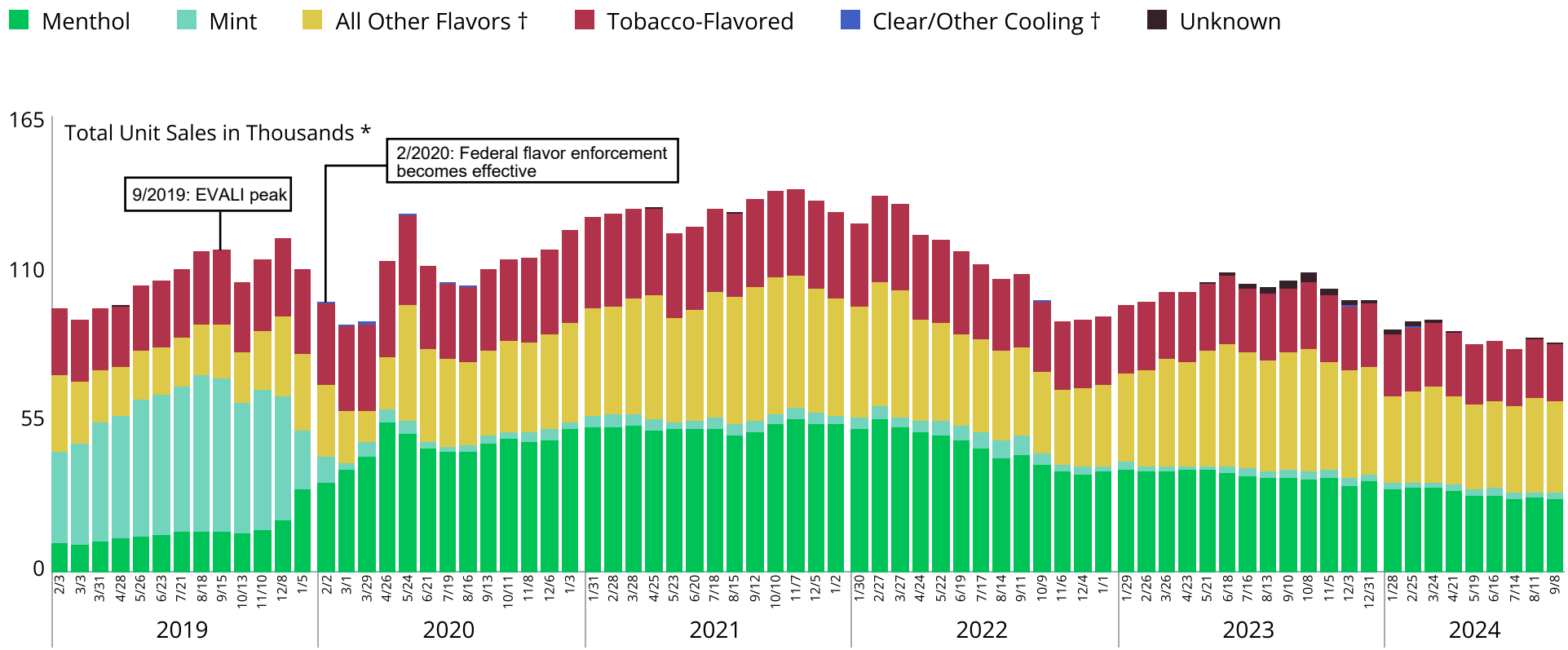
Figure 28. Nevada E-Cigarette Unit Sales by Flavor



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

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

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales decreased from 97.5 thousand to 83.1 thousand (-14.8%).

Tobacco-flavored e-cigarette sales decreased from 29.5 thousand to 20.4 thousand (-31.0%); unit share decreased from 30.3% to 24.5%.

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

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

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

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

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

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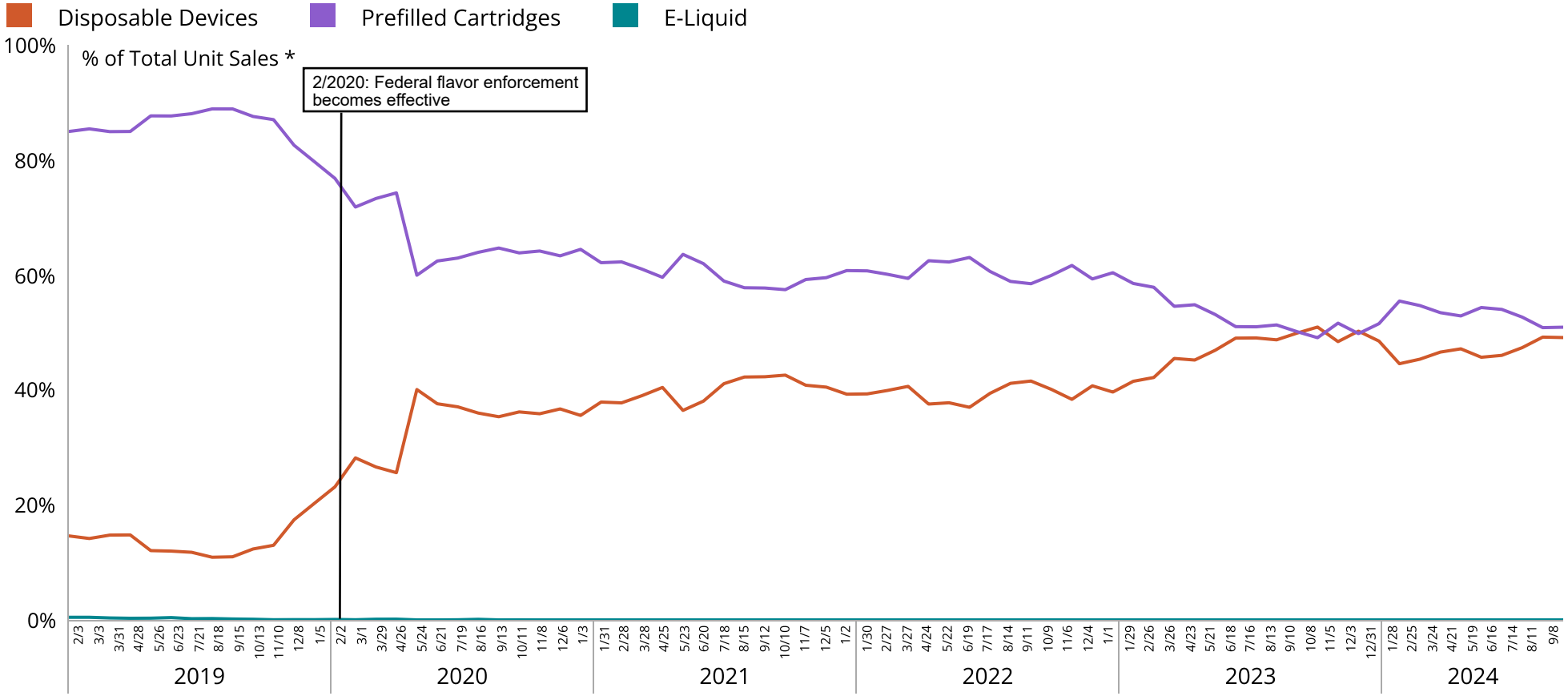
Figure 29. Nevada E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

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

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

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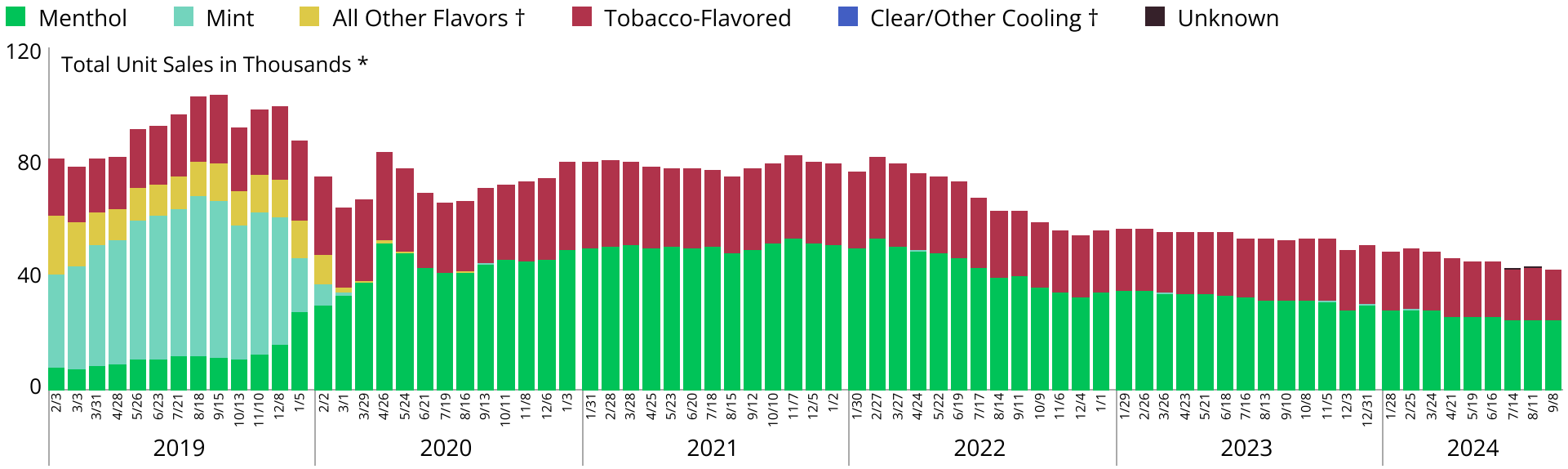
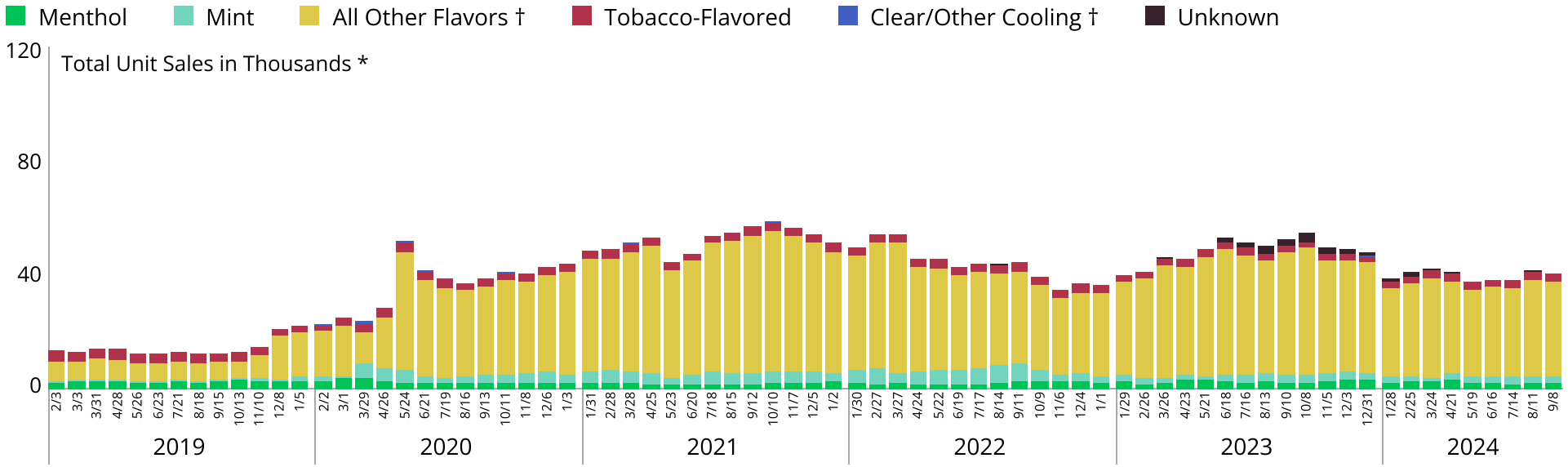
Figure 30. Nevada E-Cigarette Unit Sales by Product Type and Flavor

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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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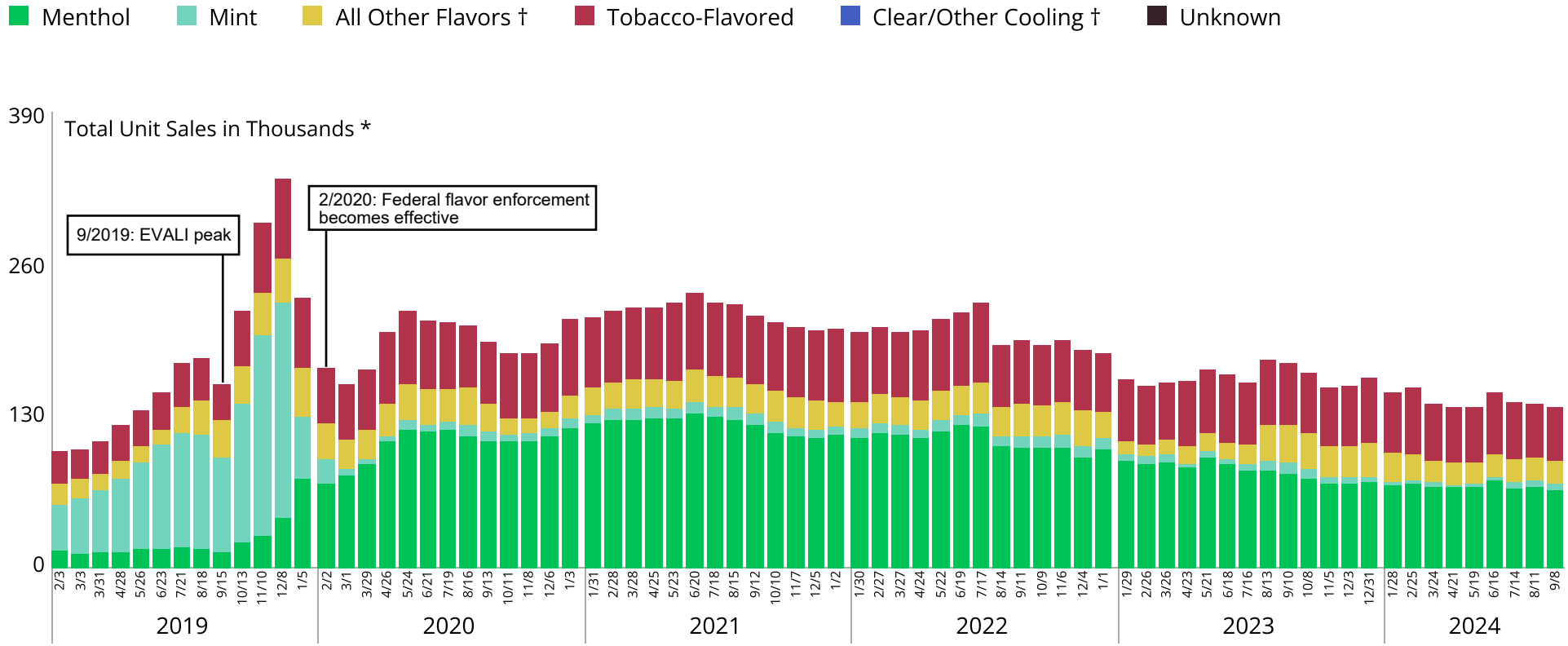
Figure 31. New Hampshire E-Cigarette Unit Sales by Flavor



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

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

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

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

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

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

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

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

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

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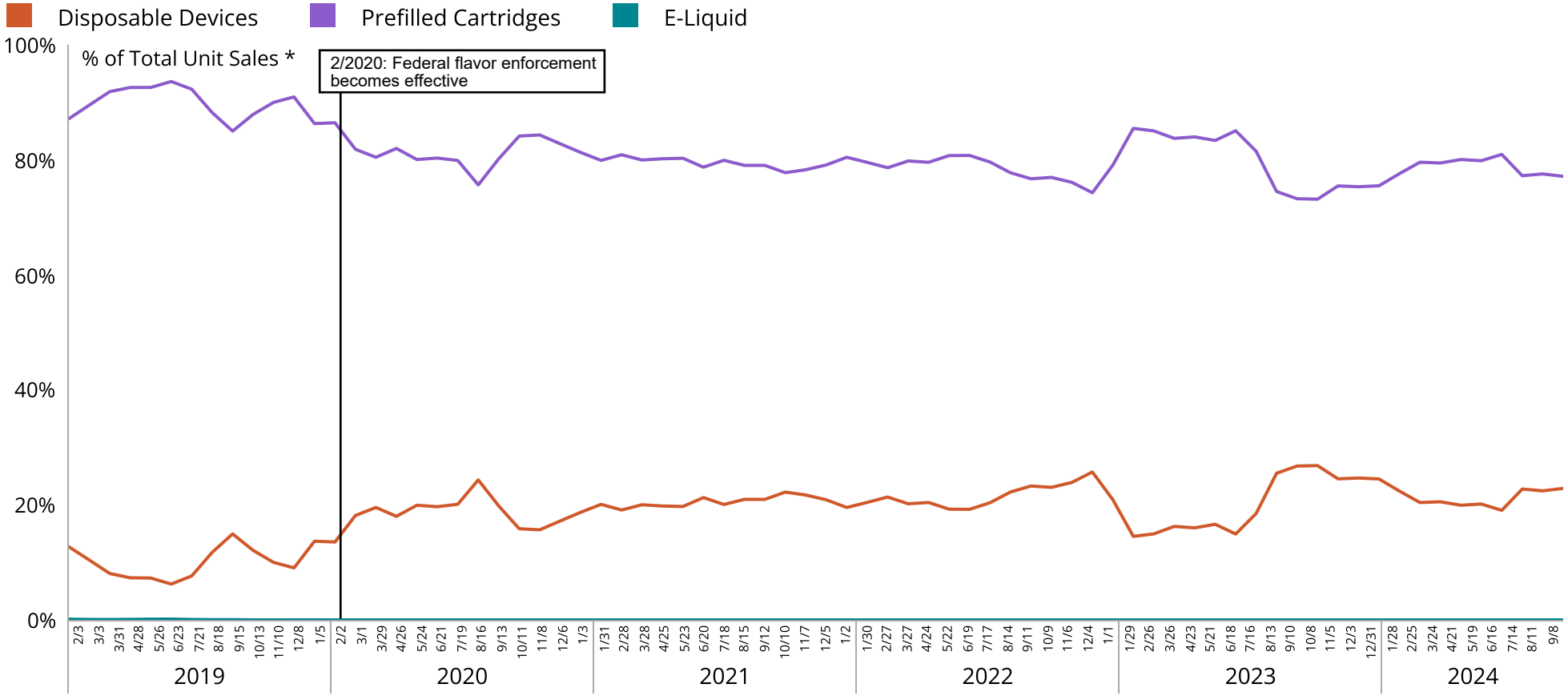
Figure 32. New Hampshire E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

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

- Unit share of disposable devices increased from 13.5% to 22.9% (+9.3%); unit sales increased from 23.3 thousand to 31.7 thousand.
- Unit share of prefilled cartridges decreased from 86.4% to 77.1% (-9.3%); unit sales decreased from 148.4 thousand to 106.8 thousand.

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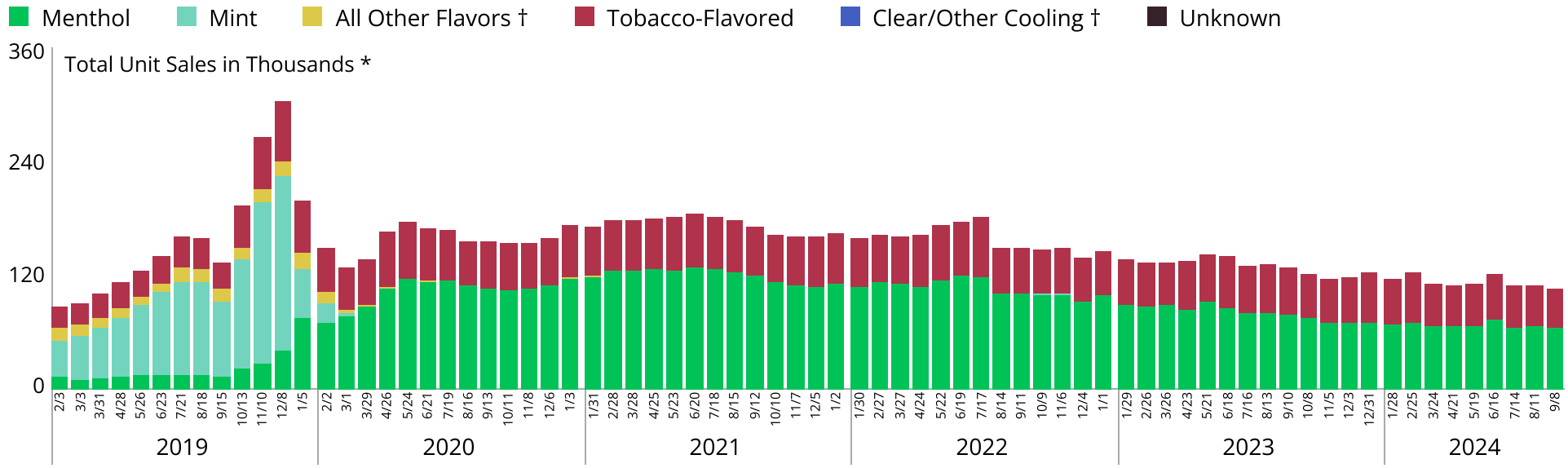
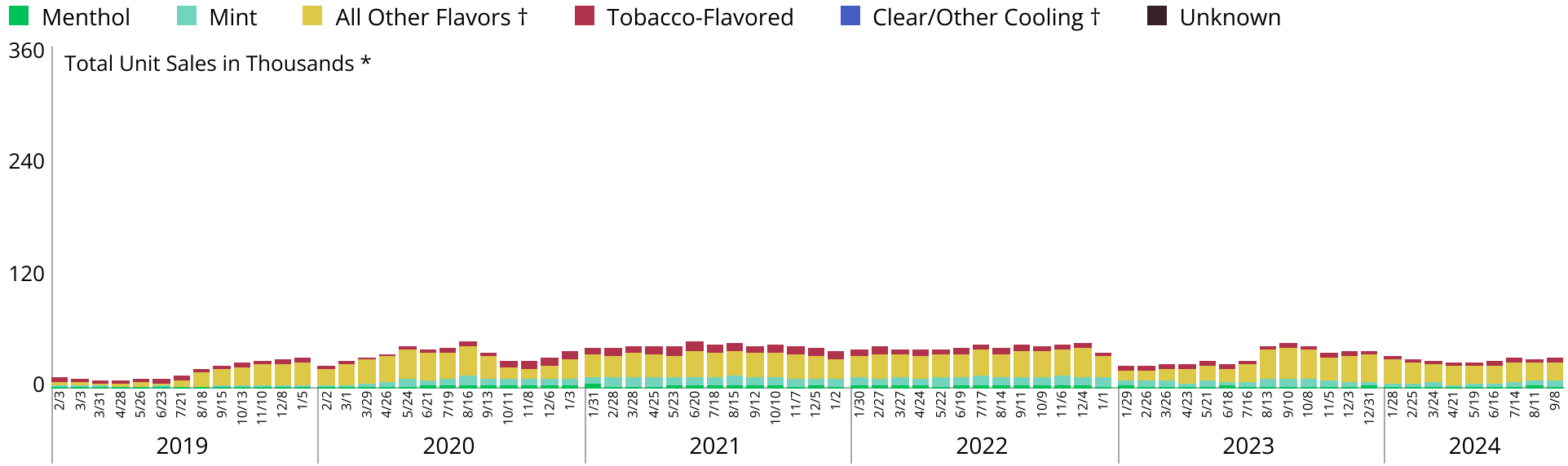
Figure 33. New Hampshire E-Cigarette Unit Sales by Product Type and Flavor

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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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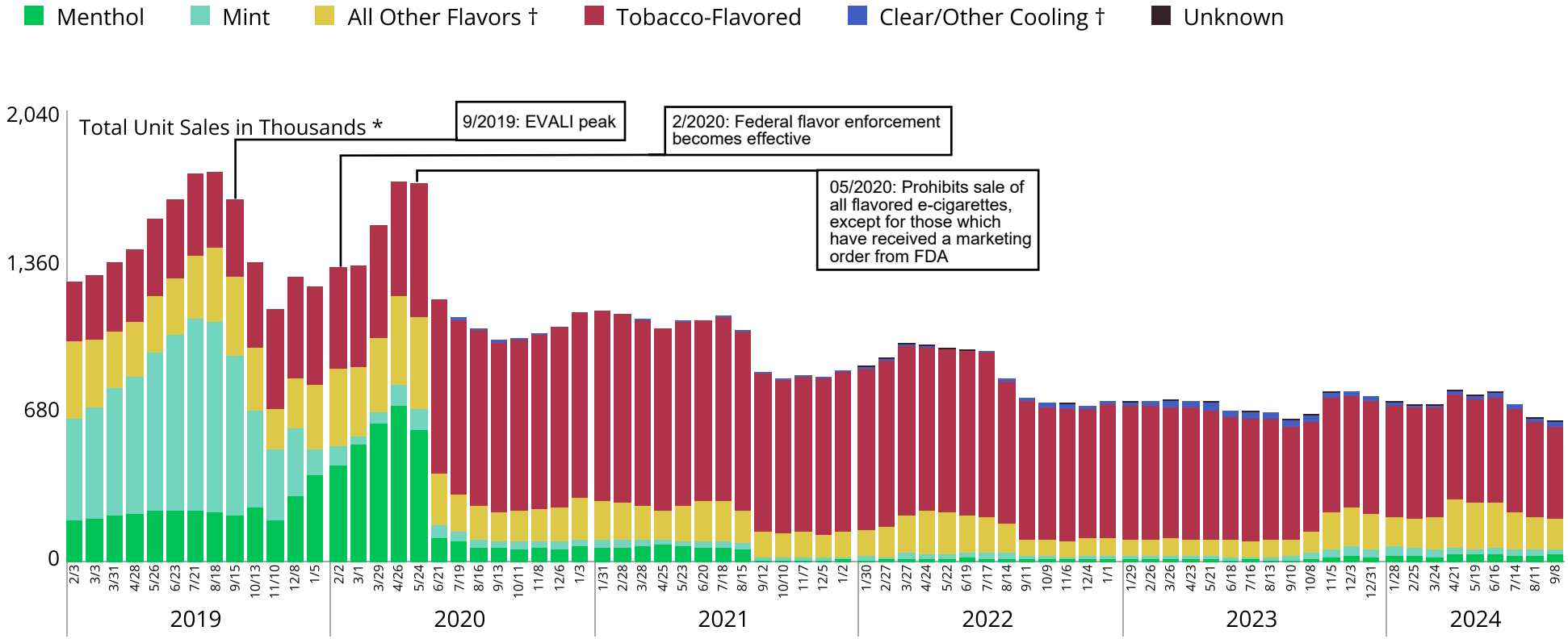
Figure 34. New York E-Cigarette Unit Sales by Flavor



* 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 (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 New York's Flavored E-cigarette Restriction

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

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

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

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

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

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

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

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

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

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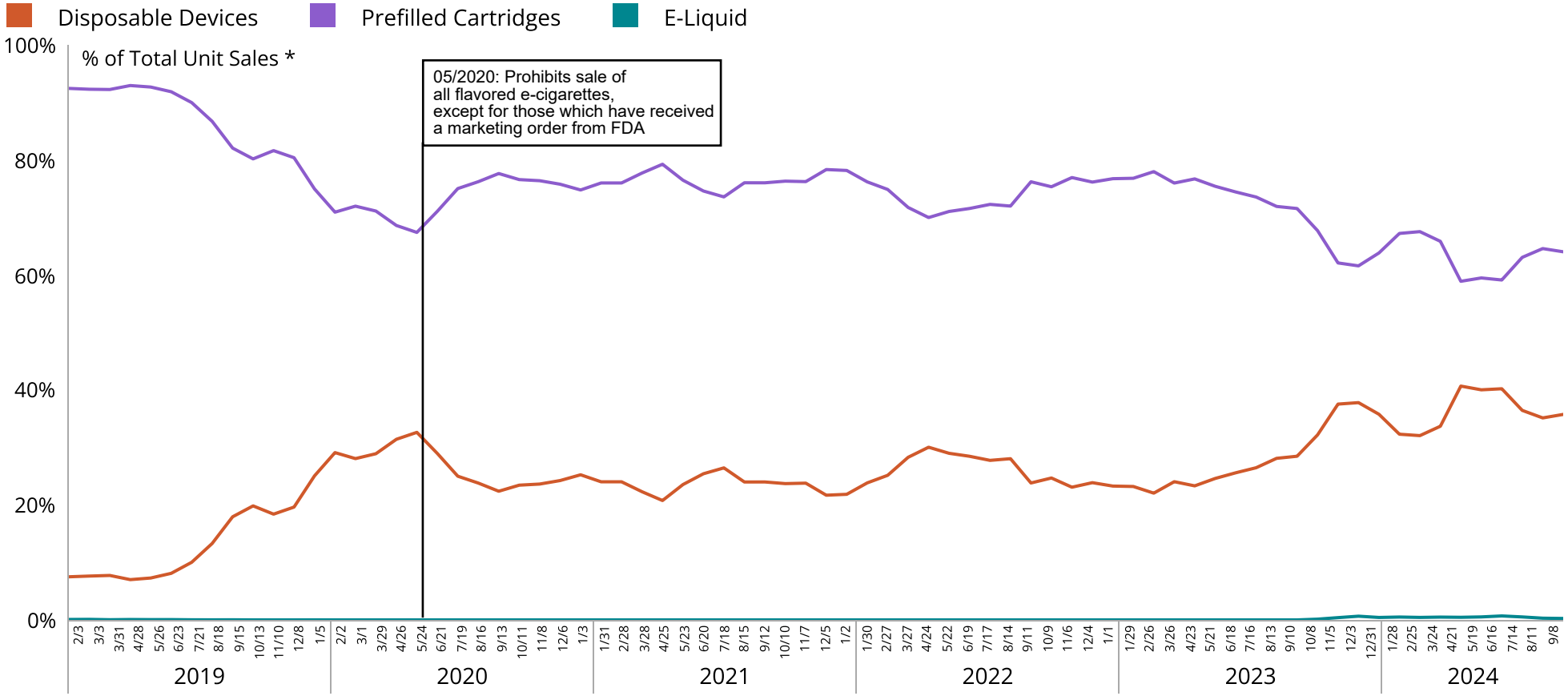
Figure 35. New York E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

Trends of Unit Share by Product Type Following New York's Flavored E-cigarette Restriction

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

- Unit share of disposable devices increased from 32.6% to 35.7% (+3.1%); unit sales decreased from 558.5 thousand to 228.8 thousand.
- Unit share of prefilled cartridges decreased from 67.4% to 64.0% (-3.4%); unit sales decreased from 1153.8 thousand to 409.8 thousand.

All estimates and analyses in this data brief based on Circana (formerly IRI, Information Resources, Inc.) Multi-Outlet + Convenience data are by the author and not by Circana. Financial support was provided by Bloomberg Philanthropies through a grant to the CDC Foundation. According to Circana, new e-cigarette product coding is managed to consistently meet or exceed releasing products that cover a minimum of 95.5% of total e-cigarette dollar sales at any given time. Coding and releasing of new products are prioritized based on significance of dollar sales in order to continually comply with capturing at least 95.5% of total e-cigarette dollar sales in each period.

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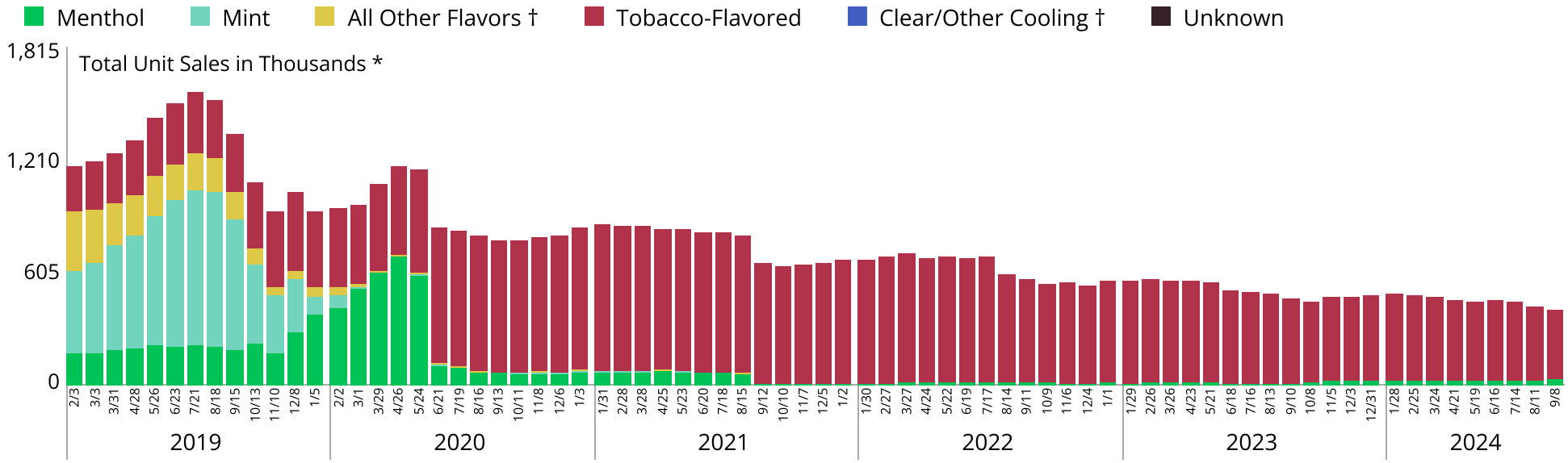
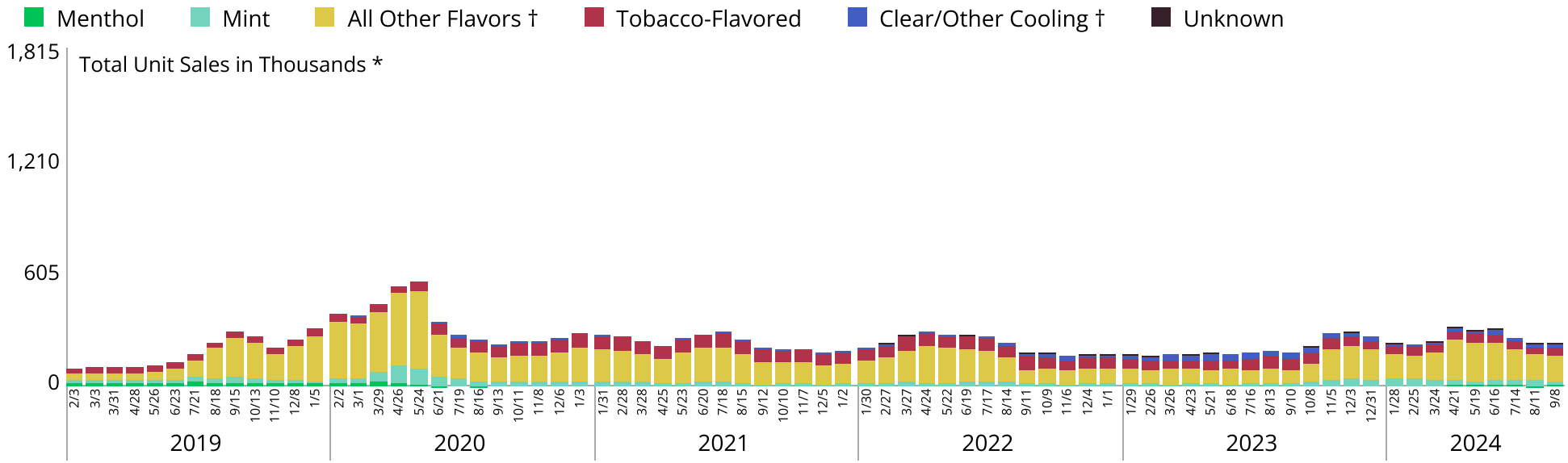
Figure 36. New York E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



Disposable Devices



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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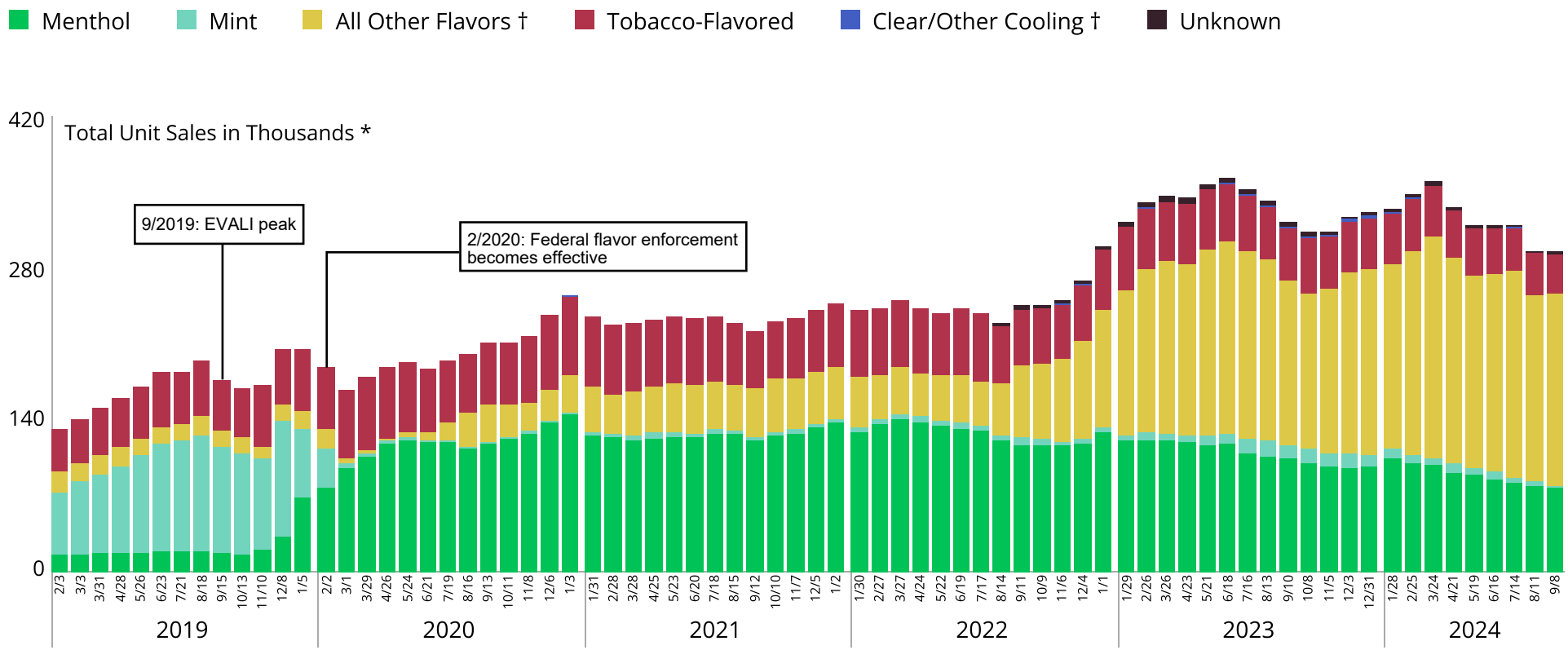
Figure 37. Oregon E-Cigarette Unit Sales by Flavor



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

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

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

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

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

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

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

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

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

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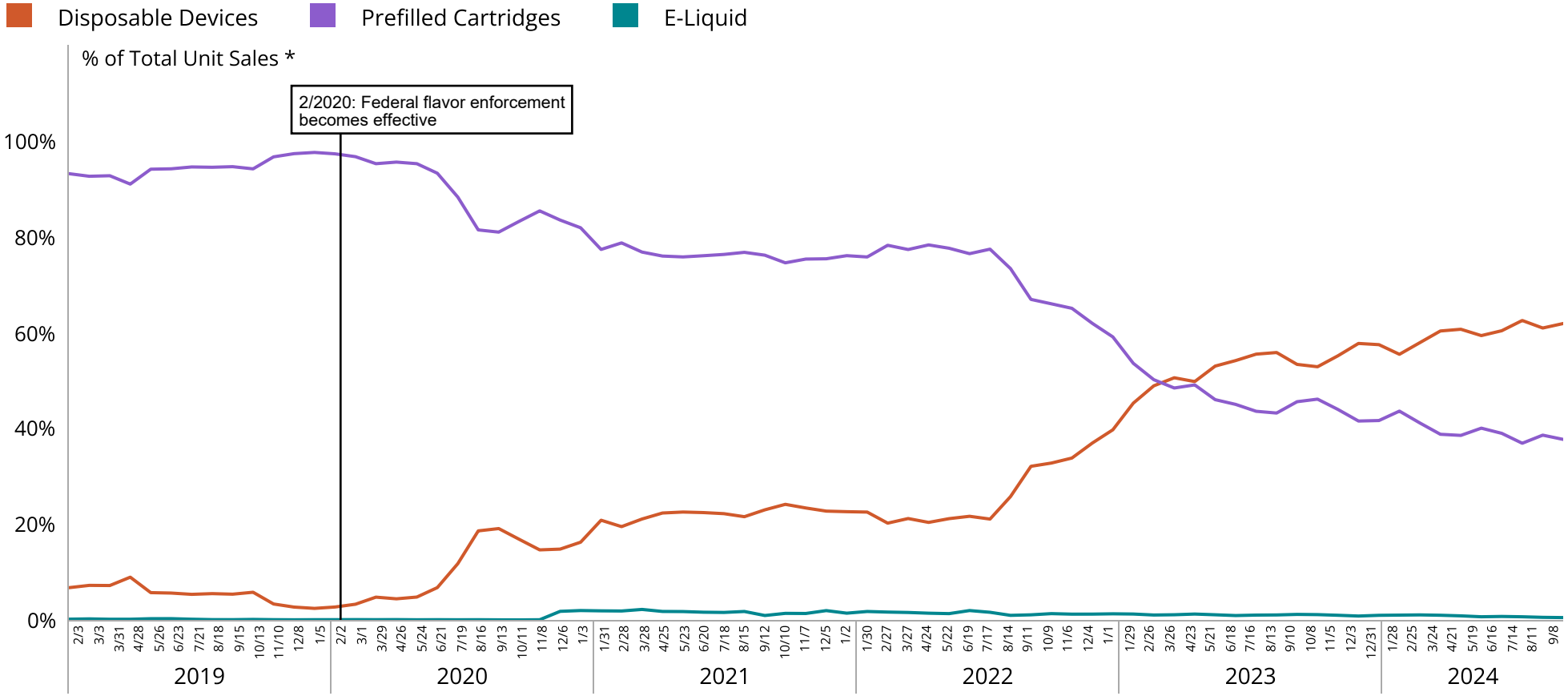
Figure 38. Oregon E-Cigarette Unit Share by Product Type



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

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

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

- Unit share of disposable devices increased from 2.7% to 61.8% (+59.2%); unit sales increased from 5.1 thousand to 182.7 thousand.
- Unit share of prefilled cartridges decreased from 97.3% to 37.7% (-59.6%); unit sales decreased from 184.2 thousand to 111.3 thousand.

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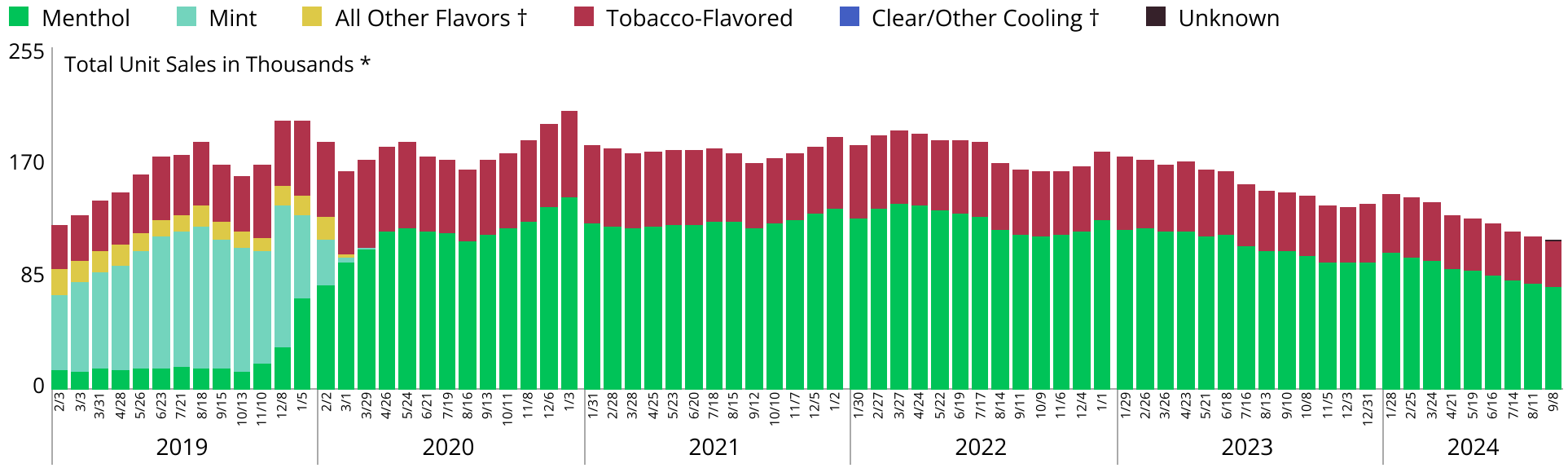
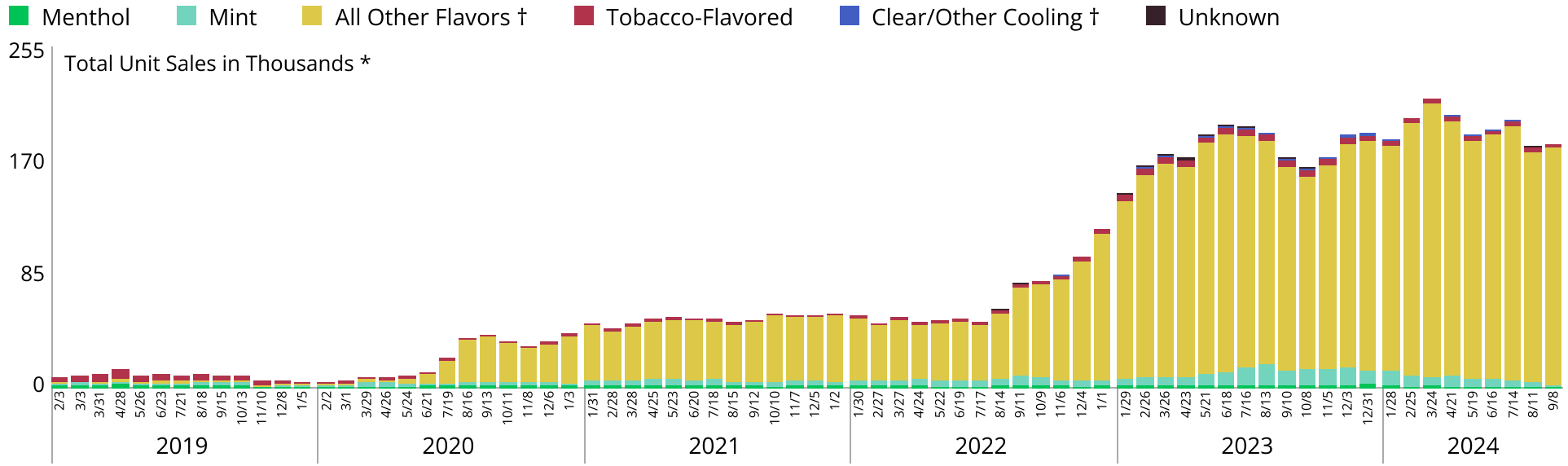
Figure 39. Oregon E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



Disposable Devices



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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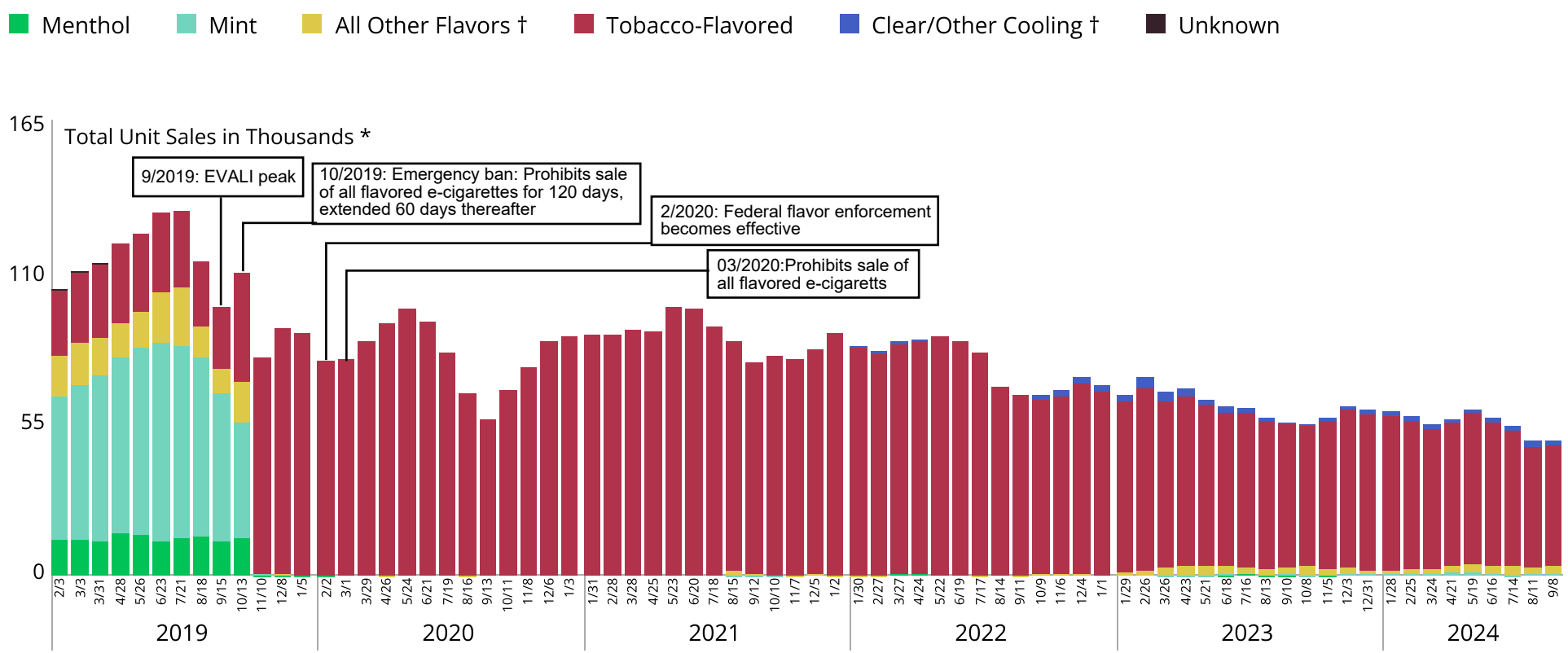
Figure 40. Rhode Island E-Cigarette Unit Sales by Flavor



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

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

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

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

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

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

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

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

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

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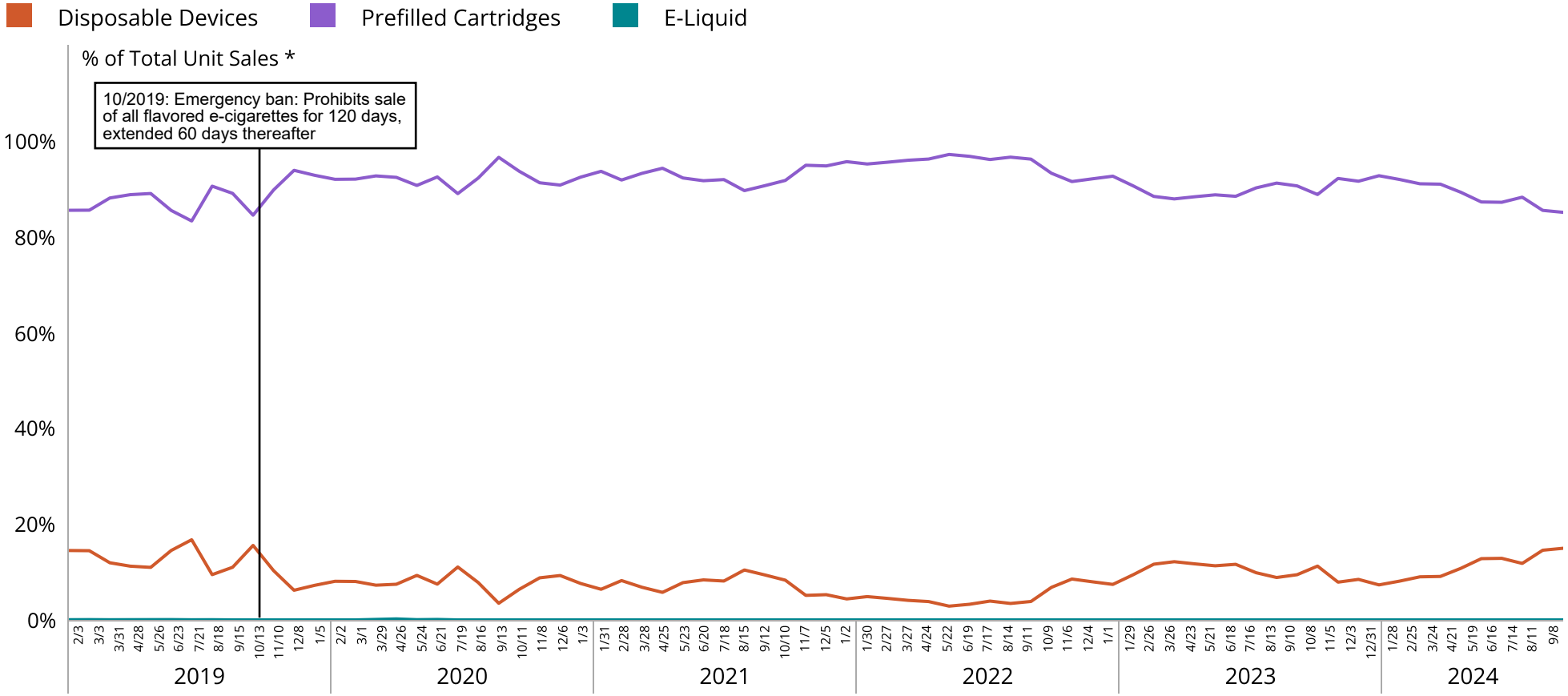
Figure 41. Rhode Island E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

Trends of Unit Share by Product Type Following Rhode Island's Flavored E-cigarette Restriction

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

- Unit share of disposable devices decreased from 15.5% to 15.0% (-0.6%); unit sales decreased from 17.1 thousand to 7.3 thousand.
- Unit share of prefilled cartridges increased from 84.5% to 85.0% (+0.6%); unit sales decreased from 92.6 thousand to 41.7 thousand.

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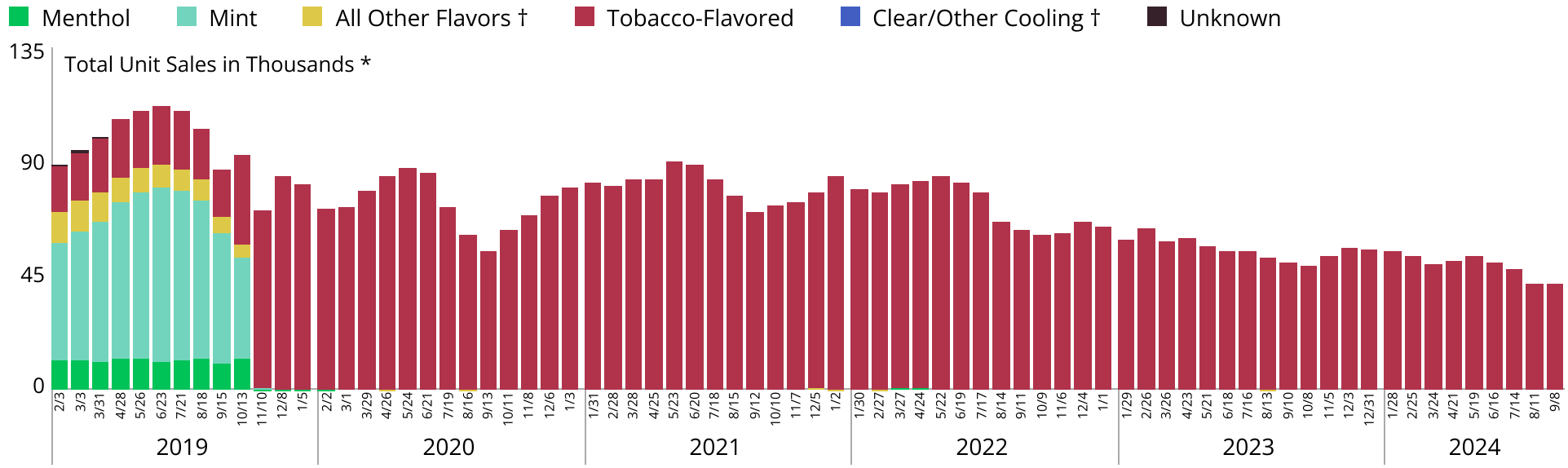
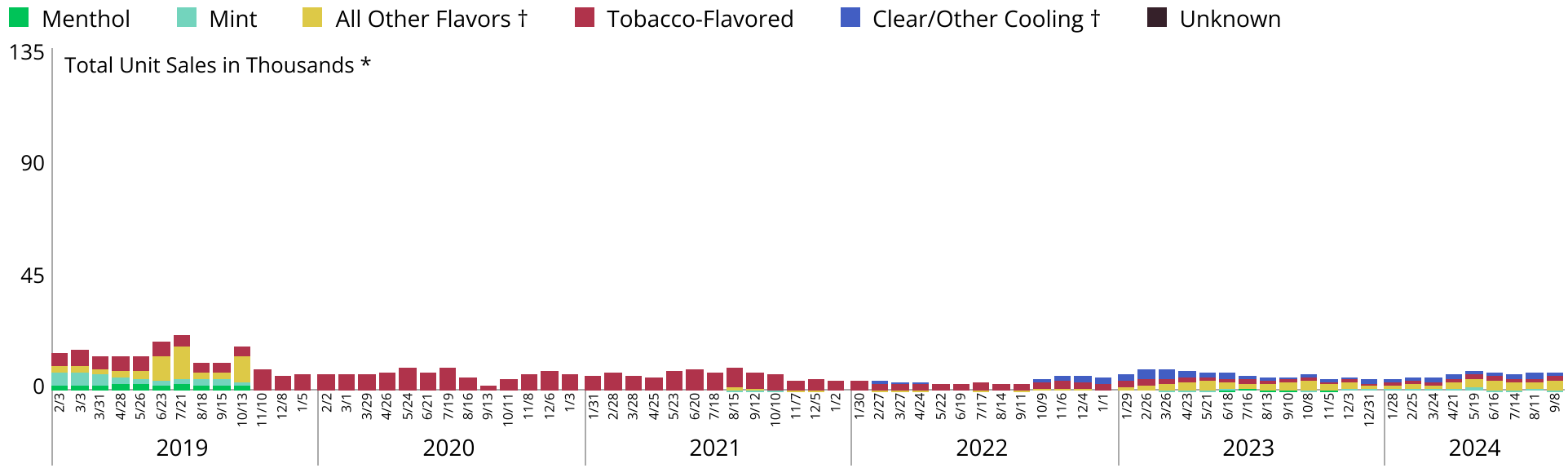
Figure 42. Rhode Island E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



Disposable Devices



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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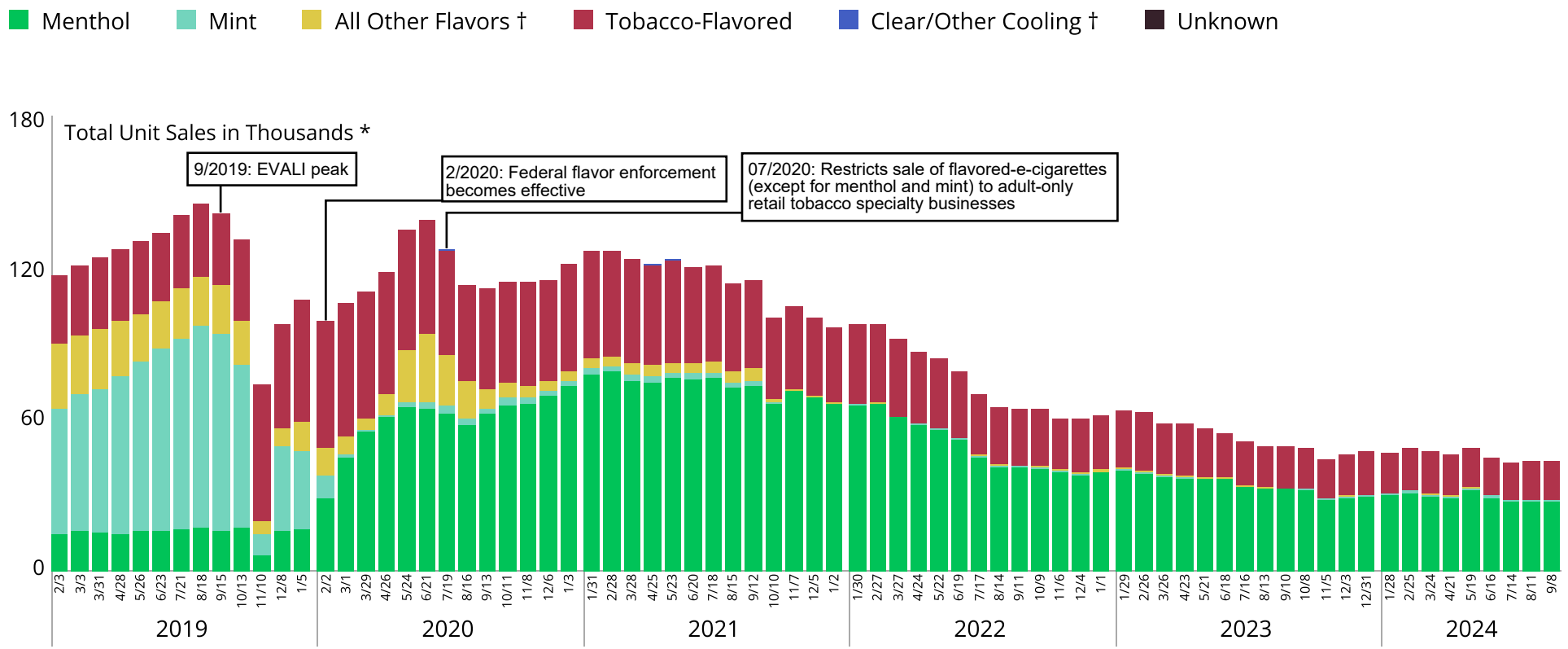
Figure 43. Utah E-Cigarette Unit Sales by Flavor



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

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

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

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

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

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

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

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

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

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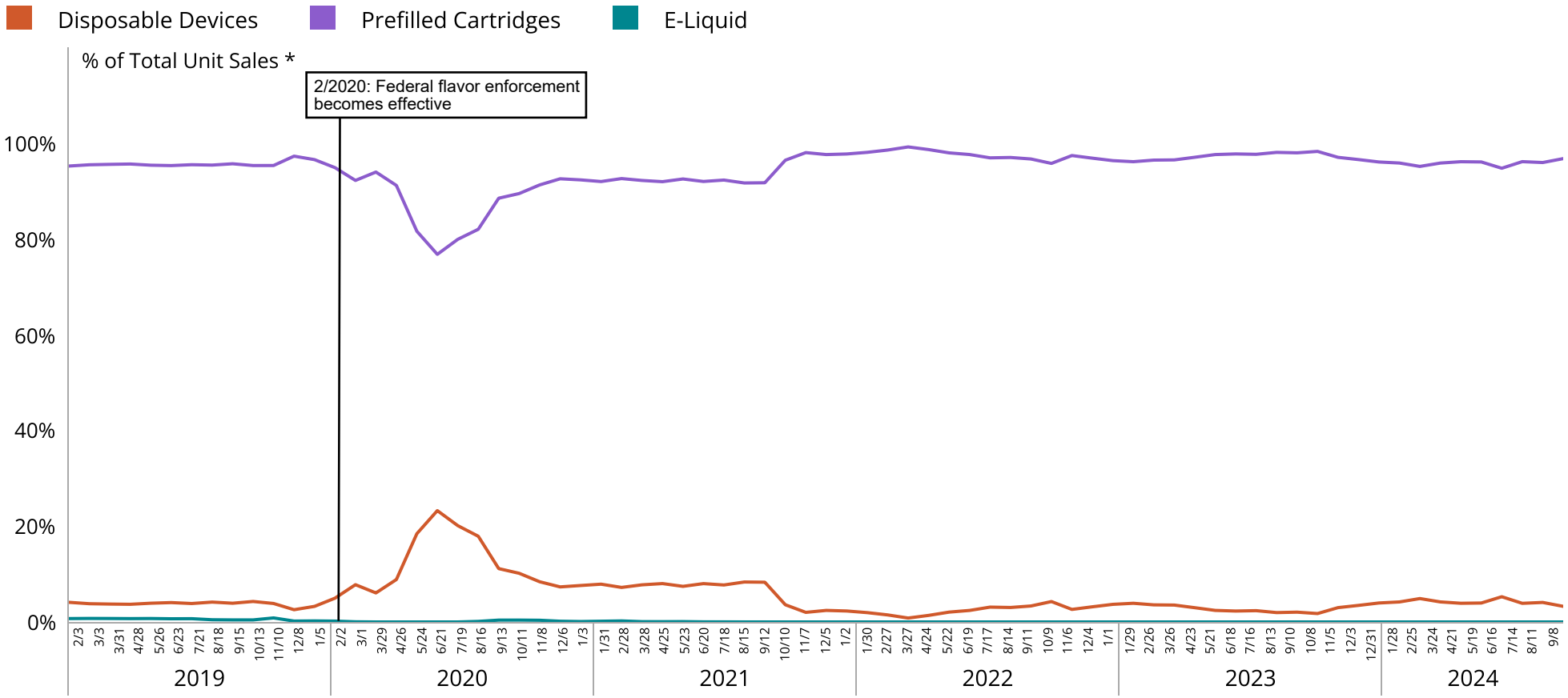
Figure 44. Utah E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

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

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

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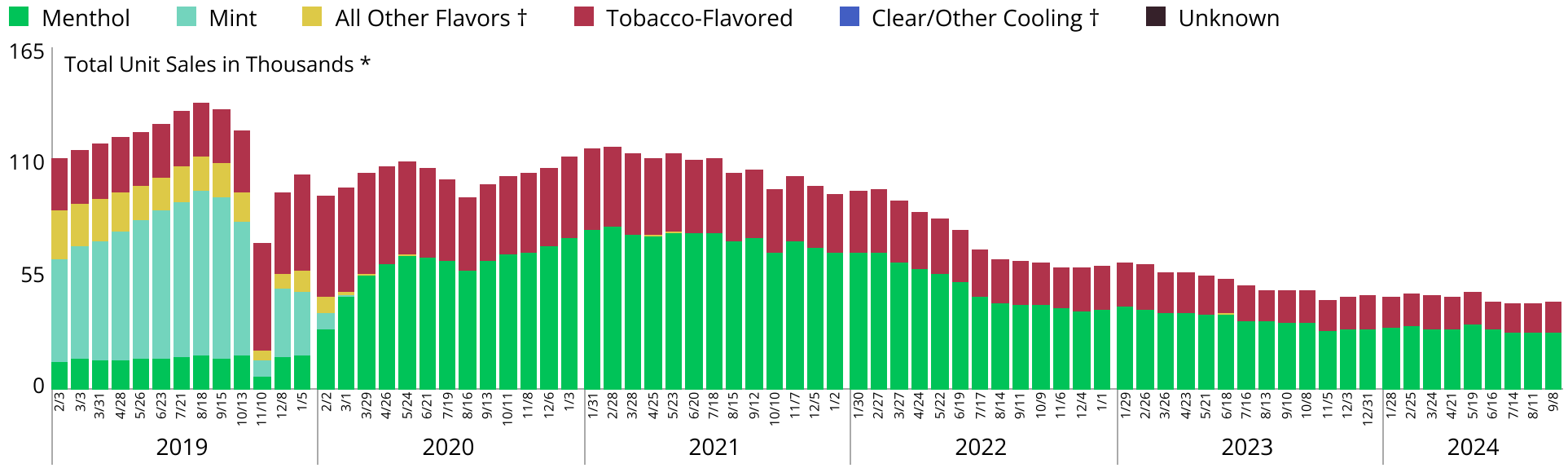
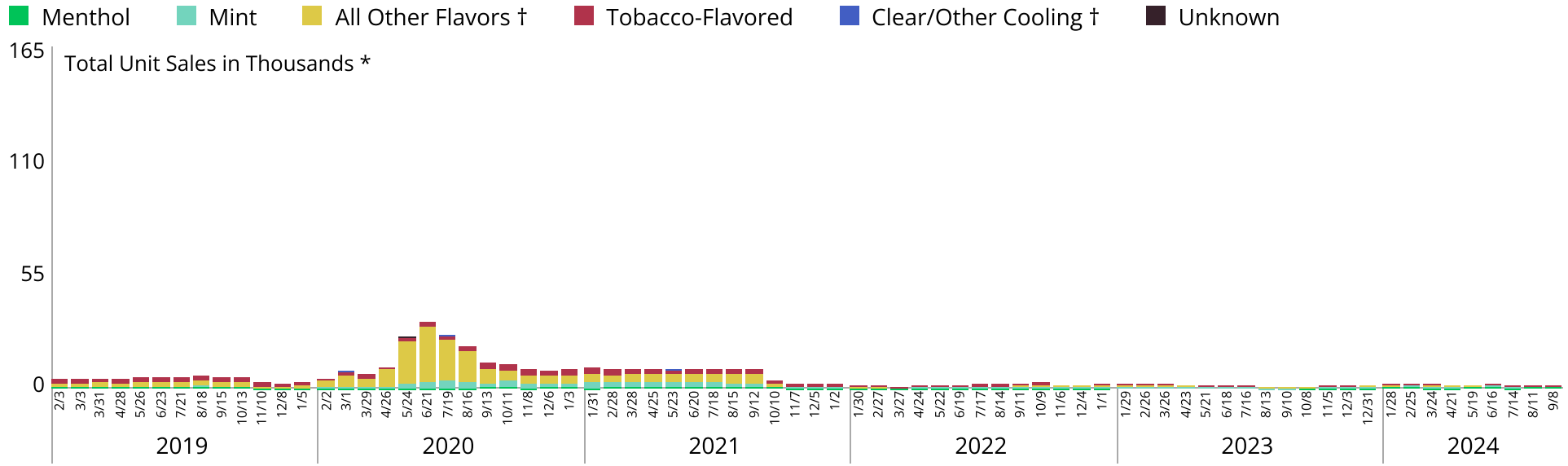
Figure 45. Utah E-Cigarette Unit Sales by Product Type and Flavor

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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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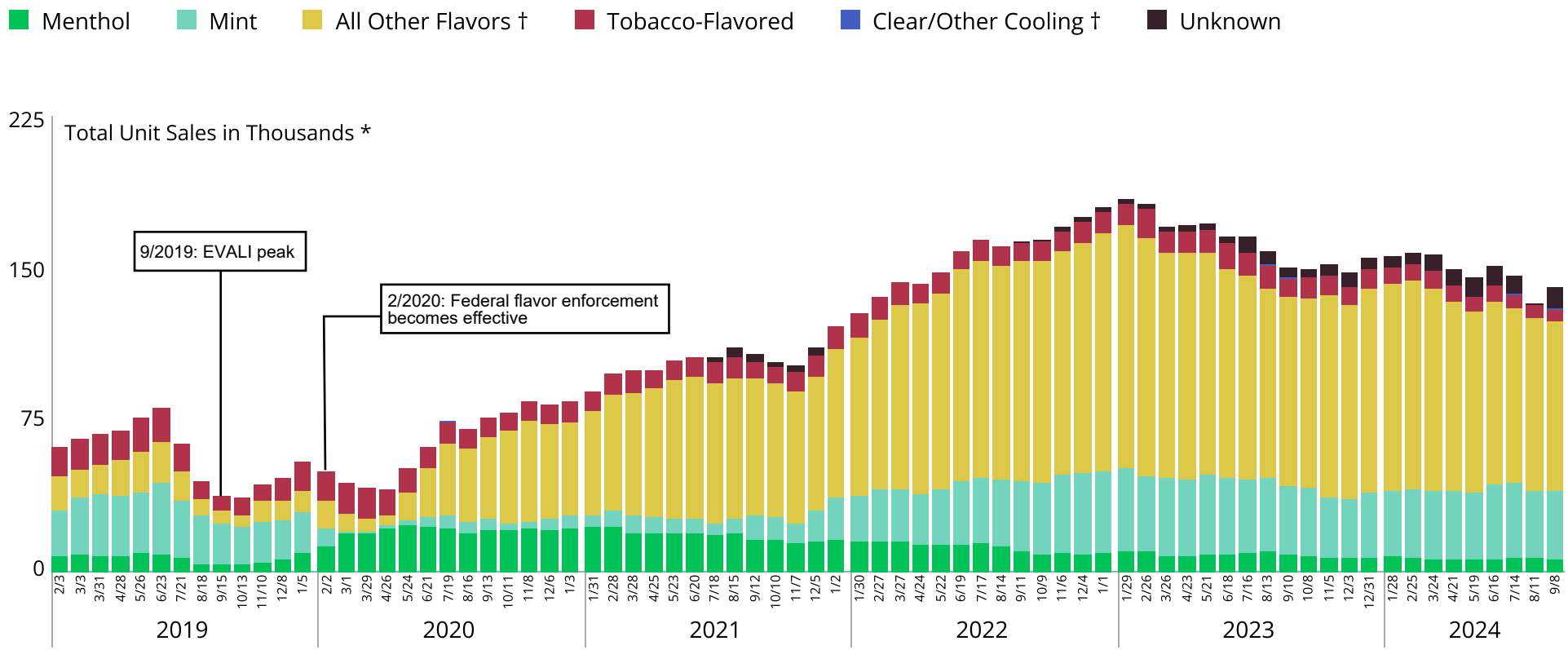
Figure 46. Vermont E-Cigarette Unit Sales by Flavor



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

Trends of Unit Sales by Flavor Following Vermont's Flavored E-cigarette Restriction

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

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

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

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

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

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

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

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

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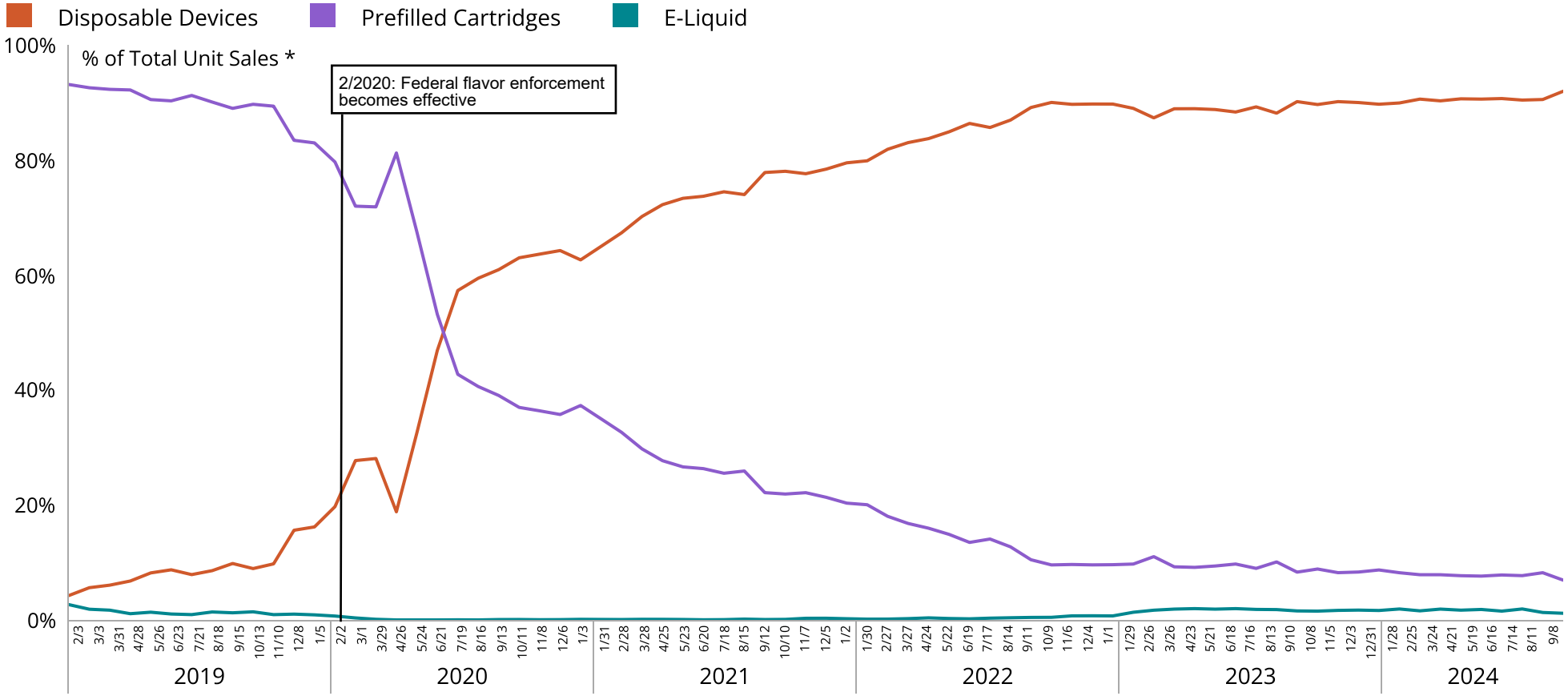
Figure 47. Vermont E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

Trends of Unit Share by Product Type Following Vermont's Flavored E-cigarette Restriction

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

- Unit share of disposable devices increased from 79.8% to 91.9% (+12.1%); unit sales increased from 102 thousand to 129.4 thousand.
- Unit share of prefilled cartridges decreased from 20.0% to 6.9% (-13.1%); unit sales decreased from 25.6 thousand to 9.7 thousand.

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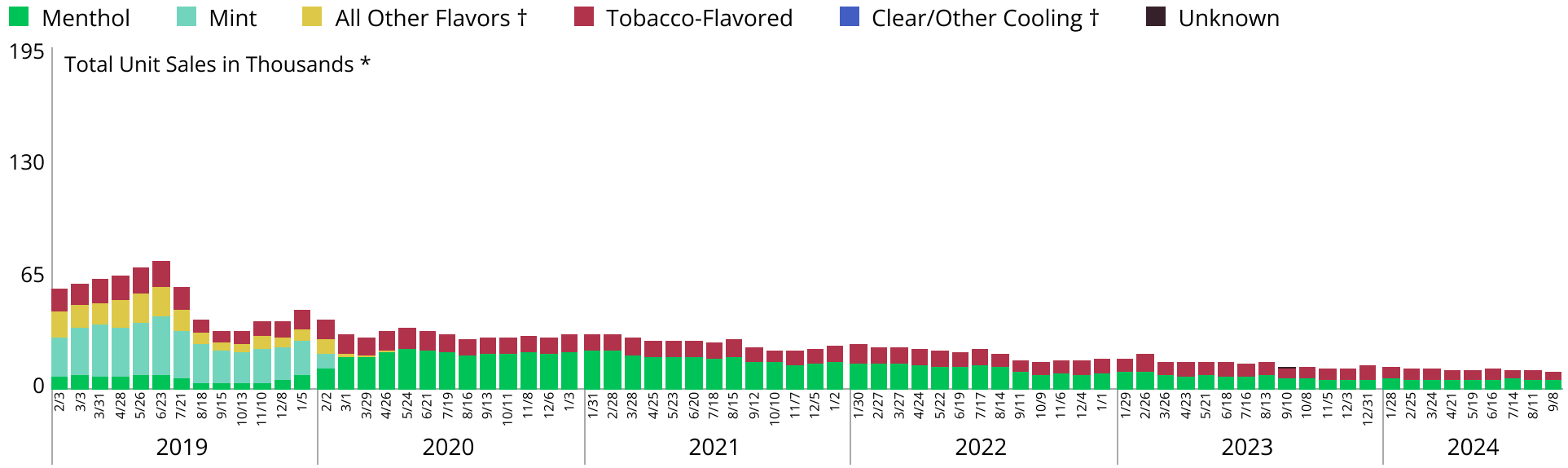
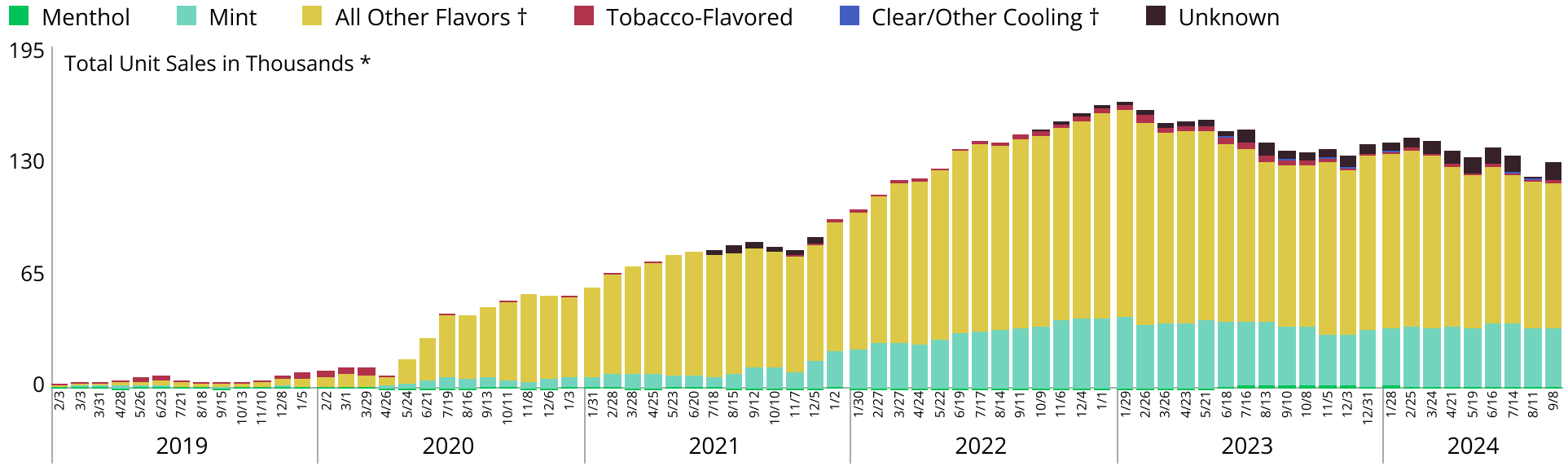
Figure 48. Vermont E-Cigarette Unit Sales by Product Type and Flavor

Prefilled Cartridges



Disposable Devices



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

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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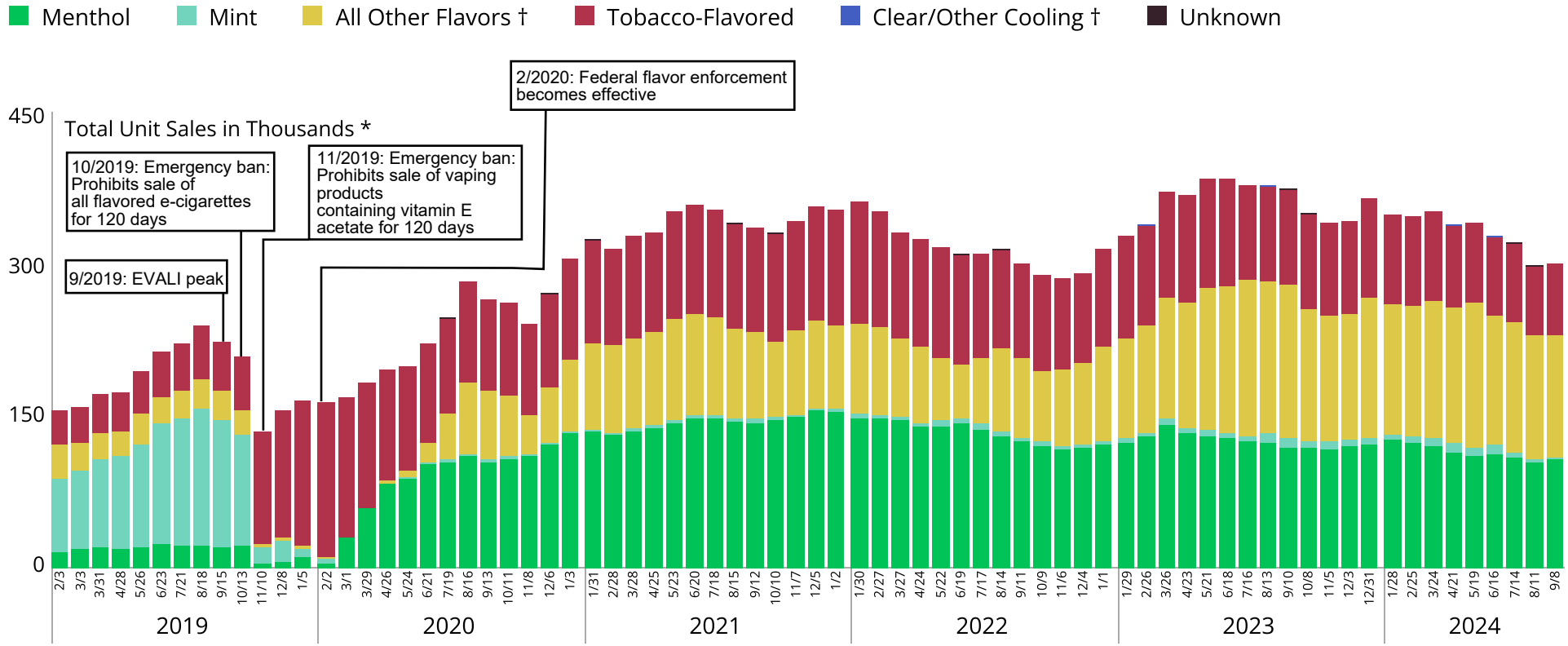
Figure 49. Washington E-Cigarette Unit Sales by Flavor



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)

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

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

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

Following FDA's flavor enforcement policy, monthly e-cigarette total unit sales increased from 163.5 thousand to 300.8 thousand (+84.0%).

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

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

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

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

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

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

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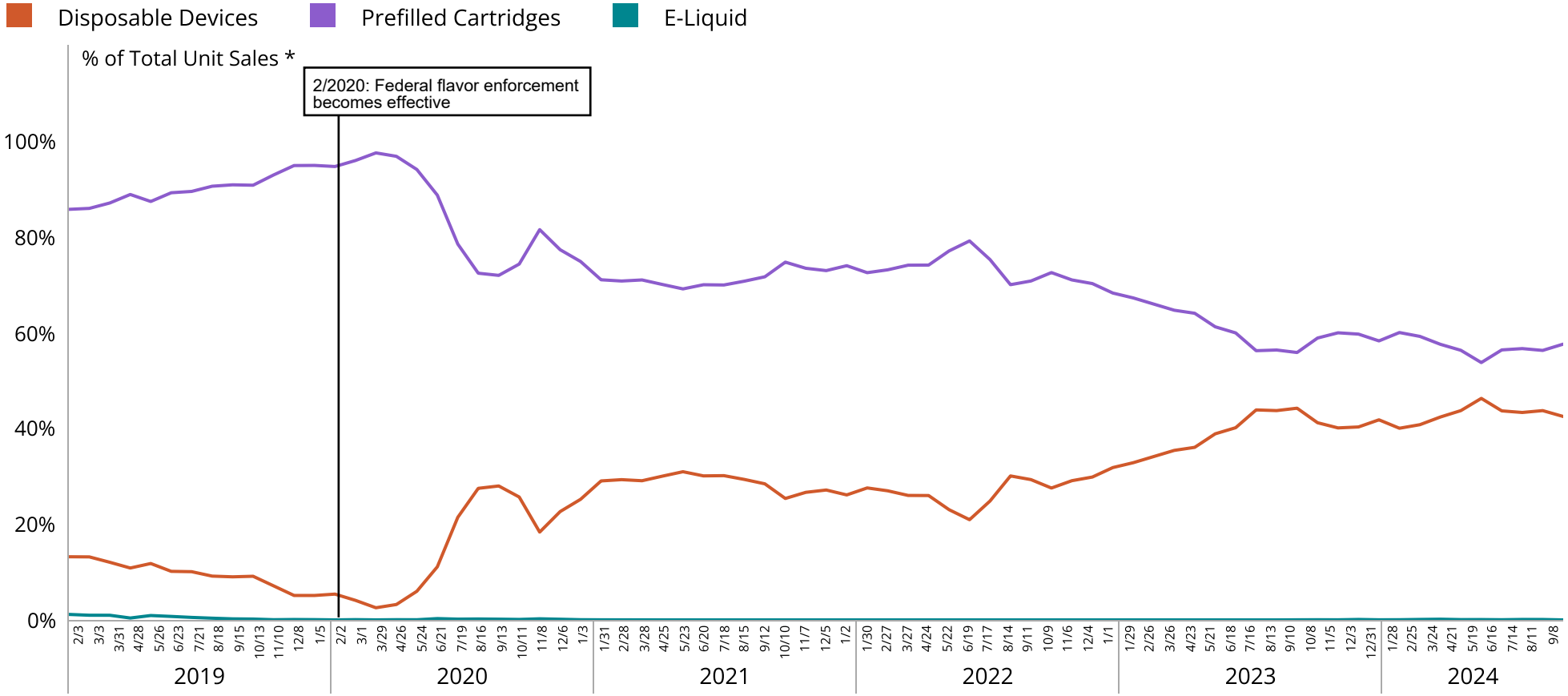
Figure 50. Washington E-Cigarette Unit Share by Product Type



* 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 (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

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

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

- Unit share of disposable devices increased from 5.4% to 42.5% (+37.1%); unit sales increased from 8.8 thousand to 127.7 thousand.
- Unit share of prefilled cartridges decreased from 94.6% to 57.5% (-37.1%); unit sales increased from 154.7 thousand to 173.1 thousand.

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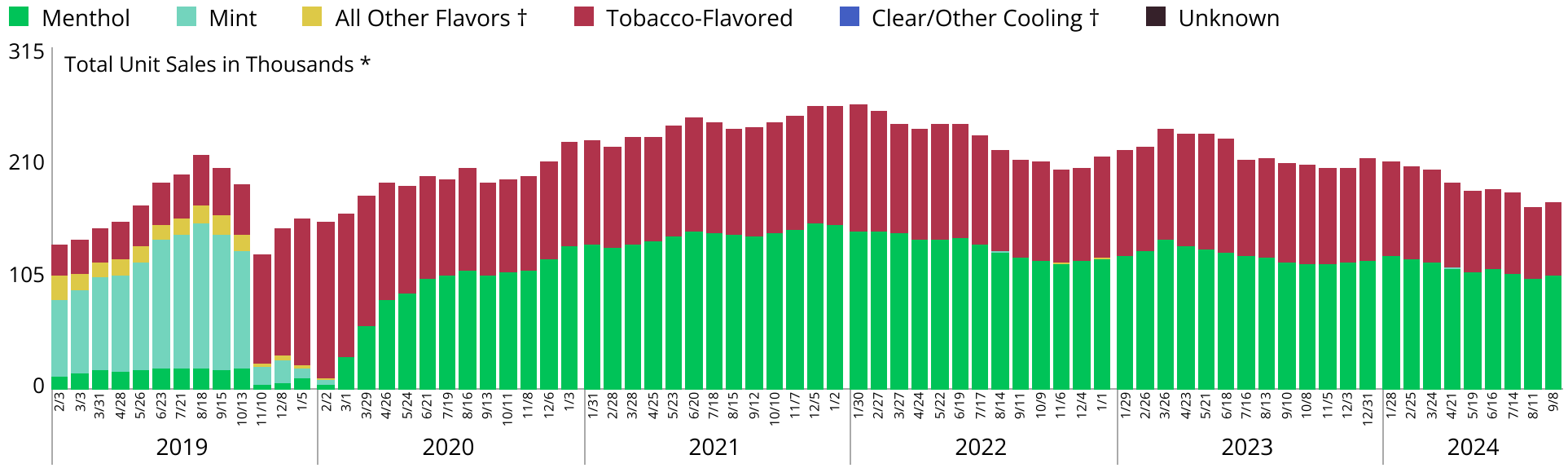
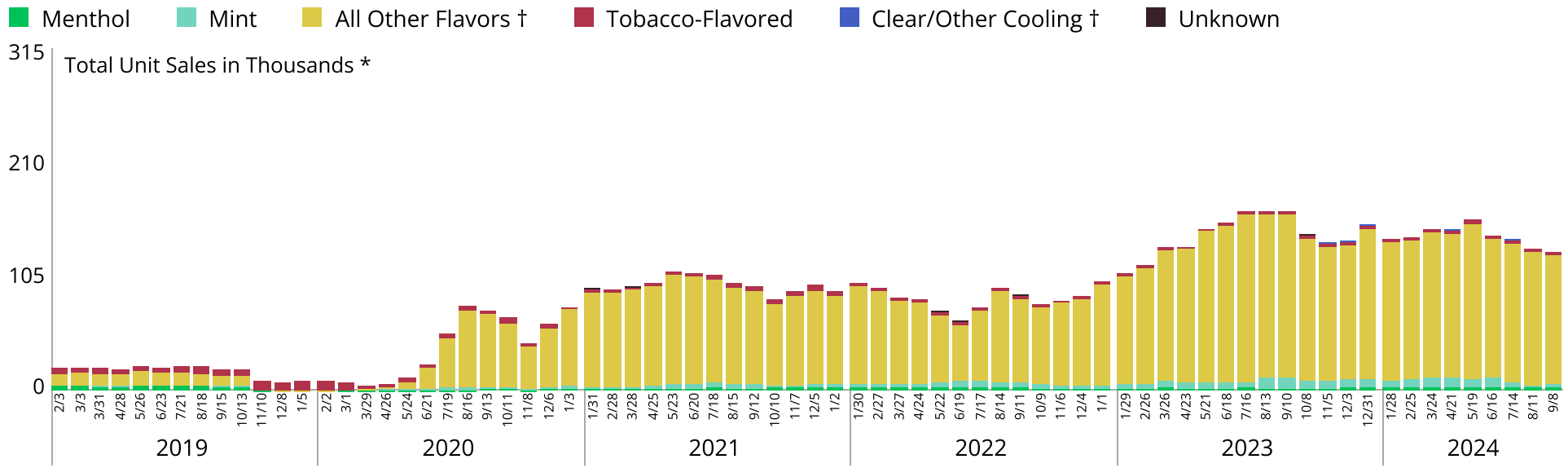
Figure 51. Washington E-Cigarette Unit Sales by Product Type and Flavor

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 (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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