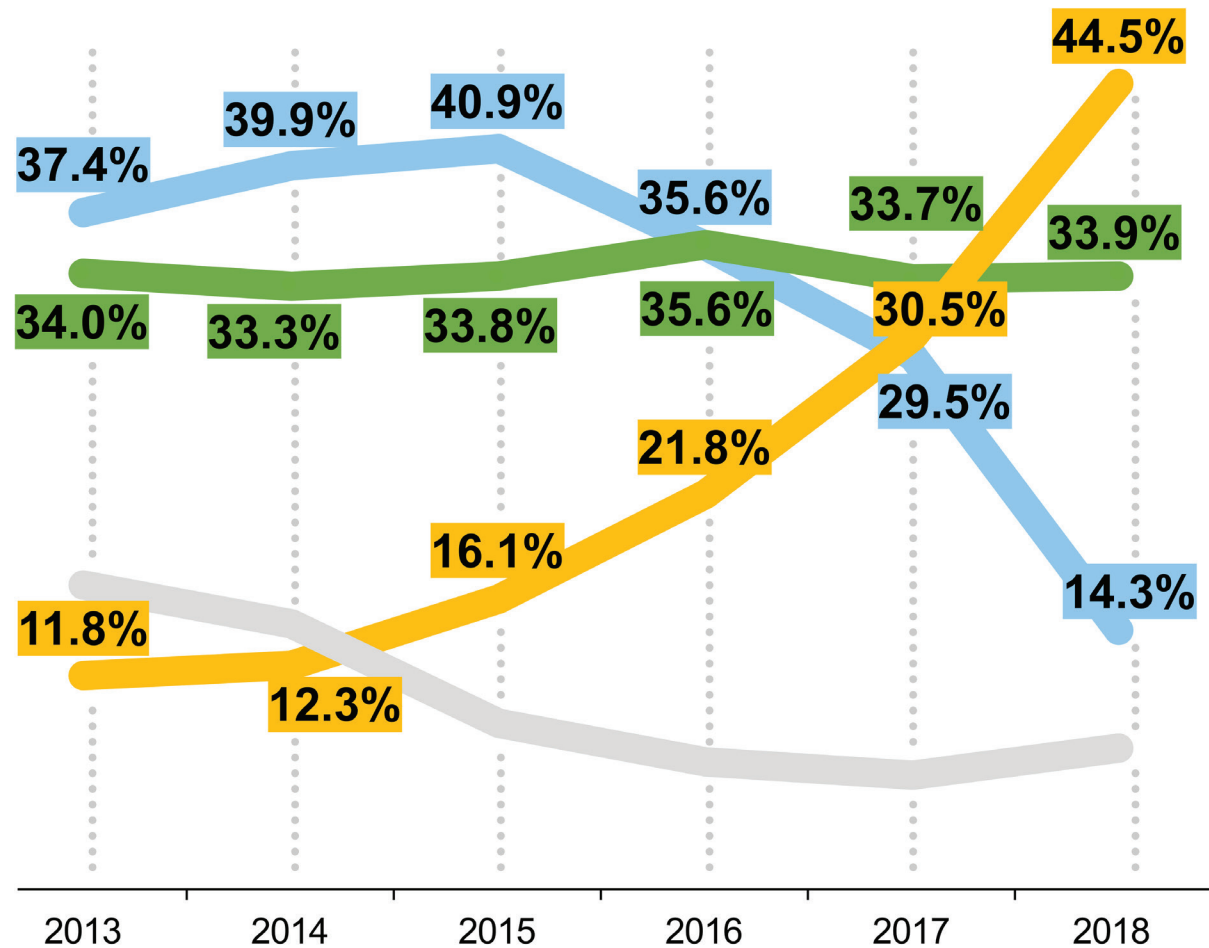
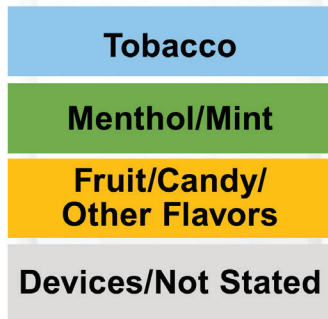


Flavors Driving E-Liquid Sales

Proportion of Dollar Sales of E-Cigarette Flavors, 2013–2018

2018 is partial year data (through September 8, 2018).

In November 2018, JUUL announced it would stop sales of mango, fruit, creme, and cucumber flavored JUUL pods in retail stores (tobacco, menthol and mint flavors would remain in stores).



Source: 2019 Romberg, et al. "Patterns of nicotine concentrations in electronic cigarettes sold in the United States, 2013–2018"

Study based on Nielsen data from sales from convenience stores and mass merchandisers; does not include online sales or sales from tobacco and vape shops.



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