

Article: National and State Trends in Sales of  
Cigarettes and E-Cigarettes, U.S., 2011-2015  
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**Key Take Away**

- E-cigarette sales increased considerably during 2011-2015. However, cigarettes continue to outweigh sales of e-cigarettes in traditional outlets such as convenience stores, supermarkets, and drug stores.
- It is important to continue to implement strategies proven to reduce cigarette smoking and prevent smoking-related death and disease.

**KEY MESSAGES**

- This study captured sales of e-cigarettes and cigarettes using retail scanner data from convenience and grocery stores; mass merchandisers like Walmart; drug, dollar, and club stores; and military commissaries.
- It found that during 2011—2015, cigarette sales decreased slightly and e-cigarette sales increased significantly. However, in 2015, convenience store sales of conventional cigarettes increased for the first time in a decade.
- Recent growth in conventional cigarette sales might be attributed to economic factors happening at the time, such as declines in gasoline prices and increases in disposable personal income.
- Cigarette sales continue to dramatically exceed e-cigarette sales in the assessed stores. In the last 4-week period measured, cigarette unit sales exceeded e-cigarettes by 64:1 in convenience stores and by 73:1 in other assessed stores such as supermarkets and drug stores.
  - 11.2 billion packs of cigarettes were sold in 2015 – that translates into approximately 34 packs for every man, woman, and child in the United States.
- However, data on sales of e-cigarettes via the internet and in “vape shops” were not available for this study, which may account for more than half of the e-cigarette market.
- Convenience stores generated more than 5 times more sales of cigarettes and e-cigarettes than all other types of assessed stores combined.

**Additional State Level Findings:**

- During 2014-2015, unit sales of cigarettes increased in 15 of 48 assessed states, while unit sales of e-cigarettes increased in 18 of 48 states in the assessed stores. Of these, 4 states experienced increases in sales of both products.
  - 15 states with cigarette sales increases: Arkansas, Florida, Iowa, Idaho, Mississippi, Montana, Nebraska, New Hampshire, Nevada, Oklahoma, Pennsylvania, South Dakota, Tennessee, Utah, West Virginia
  - 18 states with e-cigarette sales increases: California, Florida, Illinois, Indiana, Massachusetts, Maryland, Maine, Michigan, New Hampshire, New Jersey, Nevada, New York, Ohio, Oregon, Pennsylvania, South Dakota, Vermont, Washington
  - 4 states with increases in both product types: Florida, New Hampshire, Pennsylvania, South Dakota
  - No available data: Alaska, Hawaii, DC