

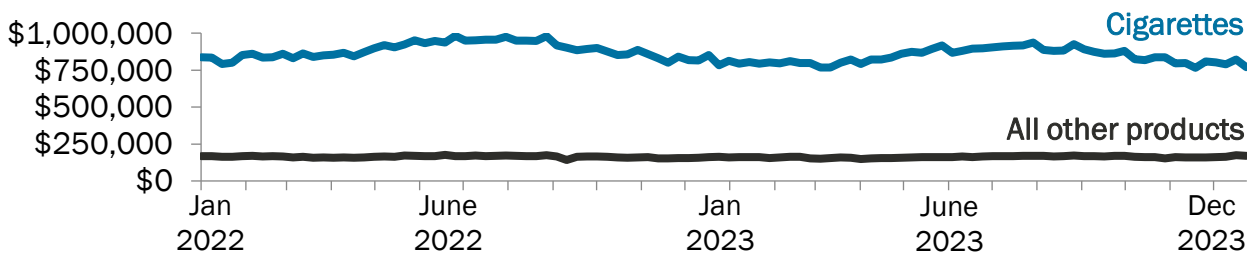
Tobacco Product Sales in Vermont 2022 – 2023

The data in this brief come from two-year weekly sales data in Vermont (January 2022 – December 2023) from NielsenIQ, which includes grocery stores, convenience stores, and large retailers. These data do not include vape stores or online sales.

Combustible cigarettes are the leading tobacco product in Vermont.

Overall, tobacco product sales were stable over the two years, averaging \$1.03 million in weekly sales. Despite the accumulated evidence of the serious harms of smoking and exposure to secondhand smoke,¹ **combustible cigarettes** are the leading product sold, with a weekly average of 82,130 units, representing 84% of all tobacco product sales.

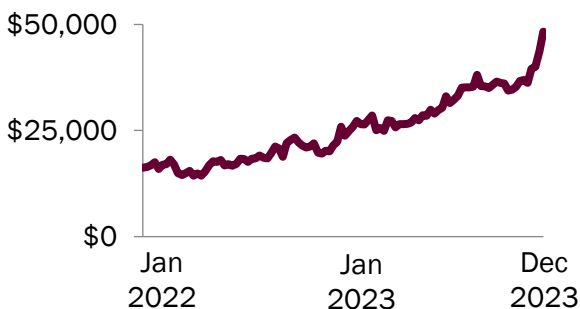
Weekly tobacco and nicotine product sales in Vermont, 2022 – 2023



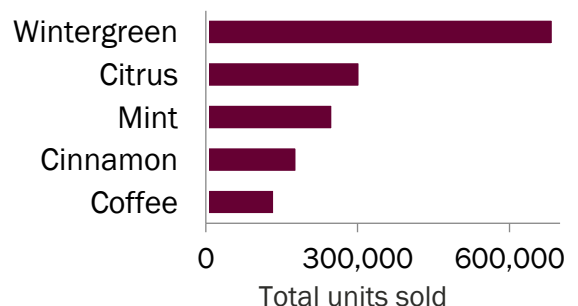
Sales of modern oral nicotine products have tripled in Vermont.

Use of modern oral nicotine products (e.g., pouches like Zyn, On!, and Velo), has increased, especially in youth and youth adults.² Sales of these products, which are primarily flavored, have also increased in Vermont. Pouches contain nicotine, which is toxic and highly addictive. Youth and young adults are increasingly exposed to tobacco industry marketing that deceptively promotes pouches as less harmful and addictive than e-cigarettes.³

Weekly sales of oral nicotine products



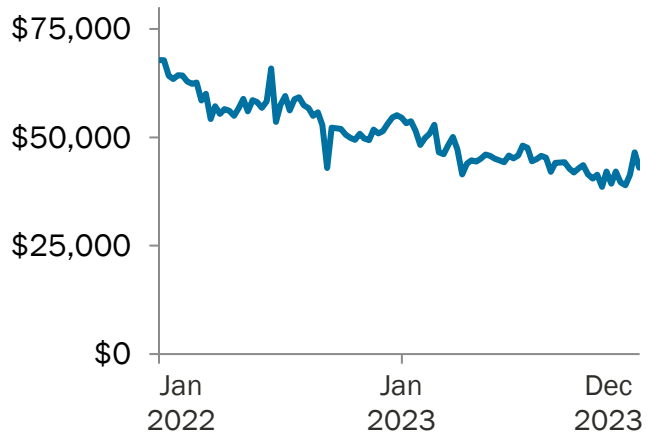
Top flavors of oral nicotine products sold



Sales of e-cigarette products decreased between 2022 – 2023.

Weekly sales of e-cigarette products **decreased by over 50%** in Vermont. While online sales of e-cigarette products are illegal in Vermont, these are still marketed through online retailers and social media.⁴ The Vermont Attorney’s General Office enforces the online sales delivery ban. As of April 2024, the state has collected \$942,750 in settlements from retailers making illegal online sales for delivery in Vermont. The settlements indicate progress in enforcement but highlight the ongoing challenges in preventing illegal sales of e-cigarette products.

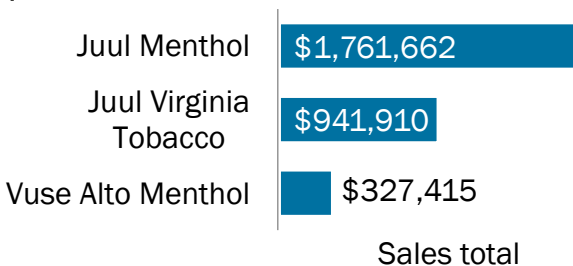
Weekly e-cigarette product sales in Vermont



Despite legal settlement, Juul remains the top selling e-cigarette.

Vermont is a part of a settlement with Juul Labs over its e-cigarette marketing and sales practices. Despite its illegal and dangerous marketing to youth, Juul remains the top selling e-cigarette brand in Vermont, with the top two products.

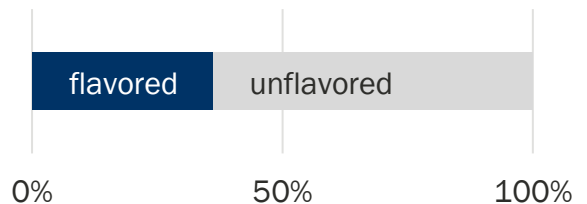
Two-year sales of top e-cigarette products sold



Flavored tobacco products remain popular.

In 2022 and 2023, flavored tobacco and nicotine products, including menthol flavor, made up a **third of all units sold in Vermont.**

Percent flavored and unflavored tobacco products sold in Vermont



Flavors mask the harsh taste of tobacco, which attract youth and sustain their tobacco product use through adulthood.⁵

References

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2. Harlow AF, Vogel EA, Tackett AP, Cho J, Han DH, Wong M, Cockburn MG, Sussman SY, Unger JB, Leventhal AM, Barrington-Trimis JL. Adolescent use of flavored non-tobacco oral nicotine products. *Pediatrics*. 2022 Sep 1;150(3):e2022056586.
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