

Appendix 4.4

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B. 2011 (in dollars) *A4.4-3*

C. 2012 (in dollars) *A4.4-4*

D. 2013 (in dollars) *A4.4-5*

E. 2014 (in dollars) *A4.4-6*

Table A4.4-1 Data points for Figure 4.1 (e-cigarette sales in tracked channels by brand, 2010–2014)

A. 2010 (in dollars)

Brand	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Gamucci	4,835,995	444,576	406,696	180,827
Smoker's One Choice	—	—	89	34,429
X Hale O2	—	—	—	—
Elektro	—	—	31,055	92,486
Cigirex	—	—	—	—
Cigaletric	—	—	—	—
Krave	—	—	—	—
Cig2o	—	—	—	—
Imperial	—	—	—	—
Zoom	—	—	—	—
Mistic	—	—	—	—
Green Smart Living	—	—	—	—
Nicotek	—	—	—	—
V2 Cigs	—	—	—	—
Haus	—	—	—	—
Finiti	—	—	—	—
Other	9,880	7,652	7,685	7,314
21st Century Smoke	—	—	199,128	2,828,244
MarkTen	—	—	—	—
NJOY	43,542	385,803	1,057,528	4,267,171
Logic	—	—	—	—
blu	—	—	—	—
VUSE	—	—	—	—
Total sales dollars	537,021	838,032	1,702,184	7,410,474

Table A4.4-1 Continued

B. 2011 (in dollars)

Brand	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Gamucci	14,548	4,754	13,259	827
Smoker's One Choice	2,311,453	2,414,250	1,018,497	406,077
X HALE O2	—	—	—	1,815,897
Elektro	536,552	337,758	141,626	121,248
Cigirex	—	—	—	—
Cigalectric	—	—	—	—
Krave	—	—	46,427	330,306
Cig2o	—	—	—	—
Imperial	—	—	—	—
Zoom	—	—	—	—
Mistic	—	—	—	—
Green Smart Living	—	—	—	—
Nicotek	—	—	—	—
V2 Cigs	—	—	—	—
Haus	—	—	—	—
Finiti	—	—	—	448,323
Other	22,337	29,969	71,749	214,309
21st Century Smoke	8,865,208	9,196,078	9,070,438	8,424,636
MarkTen	—	—	—	—
NJOY	7,353,946	5,353,970	5,944,489	7,093,060
Logic	1,481	31,034	100,502	25,7852
blu	—	845	316,177	4,517,997
VUSE	—	—	—	—
Total sales dollars	19,105,528	17,368,662	16,723,167	24,218,262

Table A4.4-1 Continued**C. 2012 (in dollars)**

Brand	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Gamucci	26	43	4	20
Smoker's One Choice	319,488	152,190	67,909	52,689
X HALE O2	670,280	258,066	178,317	124,117
Elektro	29,124	89,672	77,342	94,358
Cigirex	775,635	678,126	749,174	795,879
Cigalectric	413,203	418,453	253,631	297,738
Krave	563,724	575,562	542,542	557,101
Cig2o	565	61,186	481,557	696,238
Imperial	47	15	41,753	393,163
Zoom	—	—	—	—
Mistic	15,082,560	13,013,119	12,551,693	14,683,369
Green Smart Living	—	24,479	247,890	631,323
Nicotek	2,526,420	2,557,074	2,870,167	2,853,772
V2 Cigs	—	—	—	—
Haus	—	—	—	—
Finiti	3,314,863	3,564,381	3,716,262	4,048,254
Other	628,030	651,010	744,473	954,814
21st Century Smoke	9,806,118	9,440,955	10,004,166	9,965,769
MarkTen	—	—	—	—
NJOY	14,524,952	14,594,644	12,383,141	19,098,226
Logic	1,421,894	2,021,871	2,791,486	5,784,467
blu	9,600,362	10,340,800	10,864,088	19,886,372
VUSE	—	—	—	—
Total sales dollars	59,677,297	58,441,654	58,565,605	80,917,676

Table A4.4-1 Continued

D. 2013 (in dollars)

Brand	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Gamucci	—	—	—	—
Smoker's One Choice	23,265	16,943	3,705	2,420
X HALE O2	45,595	83,382	54,832	12,029
Elektro	603,863	39,854	58,427	12,625
Cigirex	615,402	472,635	211,281	163,077
Cigaletric	317,203	316,342	284,296	143,651
Krave	959,384	899,131	643,861	612,525
Cig2o	994,892	1,296,715	1,339,014	1,210,829
Imperial	112,617	280,432	392,831	375,685
Zoom	—	—	—	—
Mistic	1,505,559	491,928	845,582	1,046,853
Green Smart Living	1,053,011	1,089,976	993,322	995,109
Nicotek	4,896,912	5,449,411	5,474,075	4,154,619
V2 Cigs	—	16,005	470,297	1,268,556
Haus	—	—	—	—
Finiti	5,826,339	5,262,365	4,828,376	4,393,045
Other	3,441,392	3,807,643	3,763,795	3,324,283
21st Century Smoke	10,943,541	9,494,682	7,893,372	6,899,279
MarkTen	—	—	234,363	398,201
NJOY	42,684,945	39,042,229	32,649,857	26,652,787
Logic	13,983,516	19,283,226	22,049,090	23,639,964
blu	59,199,163	71,929,926	76,170,120	69,512,149
VUSE	—	—	760,174	1,916,142
Total sales dollars	146,663,130	159,272,834	159,120,678	146,733,835

Table A4.4-1 Continued**E. 2014 (in dollars)**

Brand	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Gamucci	—	—	—	—
Smoker's One Choice	1,388	1,740	218	145
X HALE O2	1,652	1,811	339	183
Elektro	—	2,676	457	493
Cigarex	133,855	14,306	17,378	6,984
Cigaletric	47,748	54,614	33,526	54,519
Krave	516,626	462,302	409,975	306,240
Cig2o	1,069,576	816,549	589,511	371,023
Imperial	1,412,724	1,014,797	840,455	765,440
Zoom	30,807	433,899	642,721	831,635
Mistic	1,427,960	1,138,959	815,822	838,797
Green Smart Living	1,119,733	1,033,802	1,021,008	1,097,675
Nicotek	3,123,853	2,522,843	2,029,398	1,834,536
V2 Cigs	2,957,582	3,011,598	2,701,078	2,679,920
Haus	333,187	1,347,633	1,783,841	3,132,432
Finiti	5,396,965	4,534,579	3,609,608	3,196,237
Other	4,503,134	3,924,463	3,546,152	3,665,362
21st Century Smoke	6,609,048	5,524,319	5,098,682	4,782,554
MarkTen	1,784,597	7,783,566	17,247,047	10,720,865
NJOY	24,306,207	12,382,099	11,586,147	11,856,932
Logic	27,719,205	28,300,992	29,489,291	29,744,859
blu	72,657,258	54,634,845	48,128,392	43,604,631
VUSE	3,339,494	5,707,219	37,647,038	56,313,122
Total sales dollars	158,492,609	134,649,621	167,238,095	175,804,593

Source: Huang and Chaloupka (under review).

Note: Totals may not sum due to rounding.

Reference

Huang J, Chaloupka FJ. Rapidly Changing Electronic Nicotine Delivery Systems (ENDS) Market (working paper). Chicago (IL): University of Illinois at Chicago, under review.