

# JUUL laboratories have largest market share of E-cigarettes

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(HealthDay)—From 2016 to 2017, sales of electronic cigarettes (e-

cigarettes) by JUUL Laboratories increased 641 percent, with their sales comprising 29 percent of total e-cigarette sales by December 2017, according to a research letter published in the Oct. 2 issue of the *Journal of the American Medical Association*.

Brian A. King, Ph.D., M.P.H., from the U.S. Centers for Disease Control and Prevention in Atlanta, and colleagues assessed [e-cigarette](#) sales in the United States during 2013 to 2017 using data for 48 contiguous states and Washington D.C. Unit sales of e-cigarette products were assessed for the five top-selling manufacturers; other manufacturers were grouped into an "other" category.

The researchers found that "other" manufacturers dominated the e-cigarette market during 2013 and early 2014. During 2014 to 2017, British American Tobacco sales increased 146 percent and led sales from late 2014 to late 2017. From 2016 to 2017, JUUL Laboratories had a 641 percent increase in sales; the company's monthly sales surpassed those of British American Tobacco by December 2017. JUUL Laboratories' average annual market share of total e-cigarette sales increased 515 percent during 2016 to 2017, from 2 to 13 percent. JUUL Laboratories' sales comprised 29 percent of total e-cigarette sales by December 2017, giving it the largest market share.

"Continued monitoring of e-cigarette sales and use is critical to inform [public health policy](#), planning, and practice," the authors write.

**More information:** [Abstract/Full Text \(subscription or payment may be required\)](#)

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