

# Tobacco Sales in Dallas

In 2019, total tobacco sales equaled **\$116.4M/year** or **\$321K per day**. This included cigarettes, vaping products, smokeless tobacco, cigars, and loose/pipe tobacco.

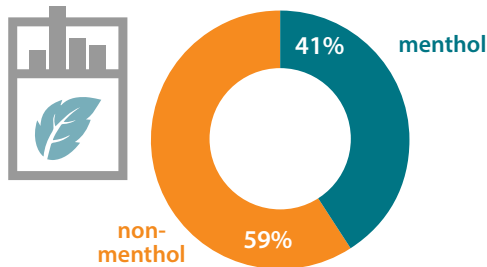
Tobacco sales data (Dec. 30, 2018 to Dec. 28, 2019) were licensed from Nielsen, a company that collects proprietary data from convenience stores (chains and smaller independent stores) as well as supermarkets, pharmacies, mass merchandisers (e.g., Walmart/dollar stores), and military commissaries. Nielsen data do not include liquor stores, smoke/vape shops, and online sales.



## Cigarettes

**Cigarettes** were **77%** of tobacco dollar sales.

**41%** of cigarette sales were for **menthol-flavored cigarettes**.

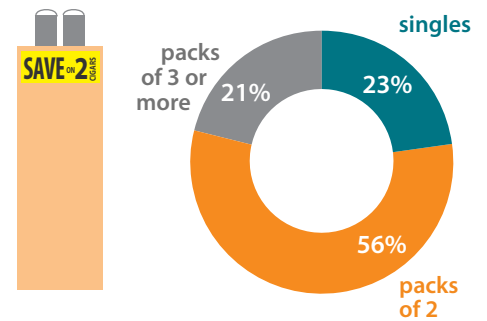


Average pack price:

<b>\$6.26</b>	<b>\$6.47</b>
non-menthol	menthol

## Cigars

**56%** of cigar dollar sales were for cheap **packs of 2**.



At least **525 different cigar products** (including cigarillos, large cigars, premium cigars, and little filtered cigars) were sold.

## Pod Vaping Products



In one year, stores sold approximately **4,171 pods per day**, totaling **\$6.8M**.

*The Nielsen data underestimate vape product sales. The sales period (12/30/18-12/28/19) occurred after JUUL Labs announced its intent to discontinue US retail distribution of some flavored pods (except mint, menthol, tobacco), and preceded the federal sales restriction on flavored pod/cartridge products.*

**78%** of pod dollar sales were for mint/menthol flavors.



See Tobacco Sales Fact Sheets for other ASPIRE cities at [aspirecenter.org/resources](https://aspirecenter.org/resources)

Suggested citation: Tobacco Sales Fact Sheet for Dallas (April 2021), Stanford Prevention Research Center, Advancing Science & Practice in the Retail Environment (ASPIRE, [aspirecenter.org](https://aspirecenter.org)), funded by the National Cancer Institute #P01-CA225597.

One in six US adults lives in one of the 30 ASPIRE cities. Visit [aspirecenter.org](https://aspirecenter.org) for more information, or email us with suggestions at [aspirecenter@wustl.edu](mailto:aspirecenter@wustl.edu).