

Tobacco Sales in New York City

In 2019, total tobacco sales equaled **\$75.7M/year** or **\$209K per day**. This included cigarettes, vaping products, smokeless tobacco, cigars, and loose/pipe tobacco.

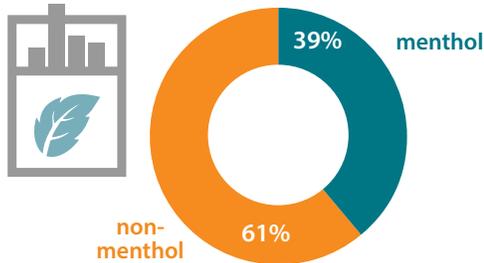
Tobacco sales data (Dec. 30, 2018 to Dec. 28, 2019) were licensed from Nielsen, a company that collects proprietary data from convenience stores (chains and smaller independent stores) as well as supermarkets, pharmacies, mass merchandisers (e.g., Walmart/dollar stores), and military commissaries. Nielsen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



Cigarettes

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

39% of cigarette sales were for **menthol-flavored cigarettes**.

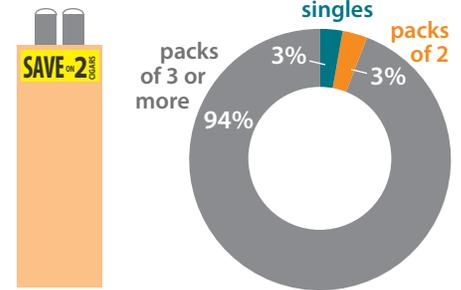


Average pack price:

\$12.99	\$12.74
non-menthol	menthol

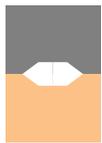
Cigars

3% of cigar dollar sales were for cheap **packs of 2**.



At least **136 different cigar products** (including cigarillos, large cigars, premium cigars, and little filtered cigars) were sold.

Pod Vaping Products



In one year, stores sold approximately **5,294 pods per day**, totaling **\$9.6M**.

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.

66% of pod dollar sales were for mint/menthol flavors.



See Tobacco Sales Fact Sheets for other ASPIRE cities at aspirecenter.org/resources

Suggested citation: Tobacco Sales Fact Sheet for New York City (April 2021), Stanford Prevention Research Center, Advancing Science & Practice in the Retail Environment (ASPIRE, 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 for more information, or email us with suggestions at aspirecenter@wustl.edu.