

# Tobacco Sales in San Francisco

In 2019, total tobacco sales equaled **\$14.7M/year** or **\$41K per day**. This included cigarettes, vaping products, smokeless tobacco, cigars, and loose/pipe tobacco.

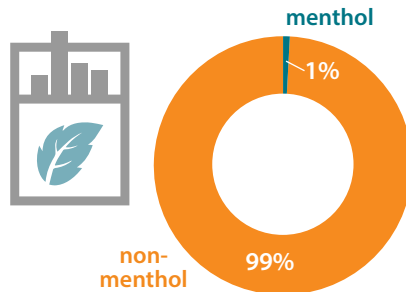
Tobacco sales data (Dec. 30, 2018 to Dec. 28, 2019) were licensed from Nielsen, a company that collects proprietary data from convenience stores (chains and smaller independent stores) as well as supermarkets, pharmacies, mass merchandisers (e.g., Walmart/dollar stores), and military commissaries. Nielsen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



## Cigarettes

**Cigarettes** were **76%** of tobacco dollar sales.

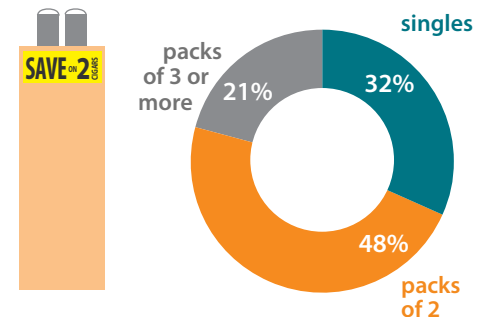
**1%** of cigarette sales were for **menthol-flavored cigarettes**.



Average pack price:  
**\$9.17** non-menthol  
**\$8.68** menthol

## Cigars

**48%** of cigar dollar sales were for cheap **packs of 2**.



At least **82 different cigar products** (including cigarillos, large cigars, premium cigars, and little filtered cigars) were sold.

## Pod Vaping Products



In one year, stores sold approximately **685 pods per day**, totaling **\$1.7M**.

*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.*

**0%** 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)

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