



# THE JUICE

## INDUSTRY DATA AND ANSWERS AT YOUR FINGERTIPS

### TOP-SELLING E-LIQUID BRANDS/FLAVORS

#### TOP-SELLING

NAKED 100  
BRAIN FREEZE

24%

RIPE VAPES  
VCT

23%

NAKED 100  
LAVA FLOW

20%

LEMON TWIST  
PINK PUNCH LEMONADE

17%

NAKED 100 MENTHOL  
VERY COOL

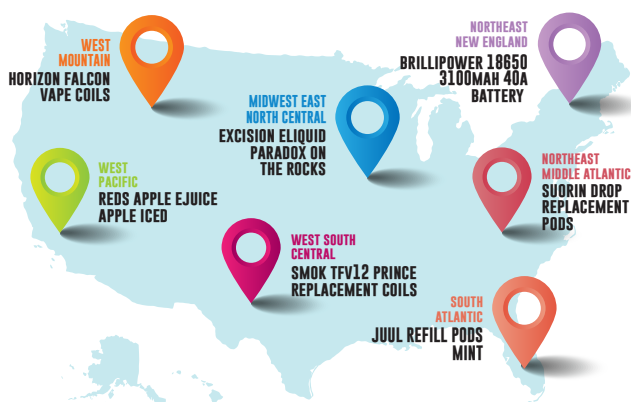
16%



Percentage values are based on wholesale purchases.\* Naked 100 is dominating the market with three of their flavors in our top five list which accounts for a full 60% of the total. Following close behind our top Naked 100 flavor is Ripe Vapes VCT with only 1% less of the total sales, and Lemon twist not far behind them with 17%. If you're uncertain of which new brands to stock up on next, you may want to consider these three proven industry favorites.

### POPULAR VAPE PRODUCTS BY REGION

#### POPULAR



We have 7 divisions of the U.S. detailed above with their #1 most popular vape products.\* We can quickly see how popular hardware has become with it taking over five of our seven divisions. It's interesting to note that the three flavored products that made the top of the charts are all menthol with Reds Apple Iced, Paradox on the Rocks, and JUUL Mint Pods. It seems the industry is shifting toward menthol flavors so be sure to take note of this the next time you're placing an order for your store.

\*Data source: last 90-days of wholesale purchases on eJuices.co. Although every effort has been made to provide complete and accurate sample information, eJuices.co makes no warranties, express or implied, or representations as to future sales volume, future profits, or the completeness of this content. Many factors impact future sales volume, some of which may be outside of your control. For a customized report based on your location, please visit: [www.ejuices.co/trends](http://www.ejuices.co/trends).

#### ASK THE EXPERT

##### Q: How many brands should I carry in my shop?

A: Our data suggests that when it comes to eliquid brands, most vape shops stock between 30-60 brands depending on their location and demographics. We recommend spending some time to ensure your shelves have products that cater to both new users looking to make the switch as well as the more advanced user.

##### Q: What's the best piece of advice you would give to someone who's opening a vape shop?

A: Start with brands that have already proven themselves! With so many brands on the market it's hard to know what your customers will want before you open your doors. Thankfully doing your homework is easier than ever before. We recommend contacting your favorite distributor and matching their suggestions against those found on the vast array of online retail sites. Similar to a gas station that carries the most popular coke products. Familiarity is important to the success of a new business. Start by trying 90% popular brands and 10% unique brands to rotate in and out to attract customers that want something different.

##### Q: Any suggestions for increasing the sell-through of slow-moving or expiring products?

A: If you are having a difficult time moving certain SKUs, we recommend getting creative. For instance, try using a bundle strategy to pair slower moving SKUs with products that customers are frequently asking for. It will help raise your average ticket and ensure slower moving SKUs don't reach their expiration on your shelves.



YOUR EXPERT

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