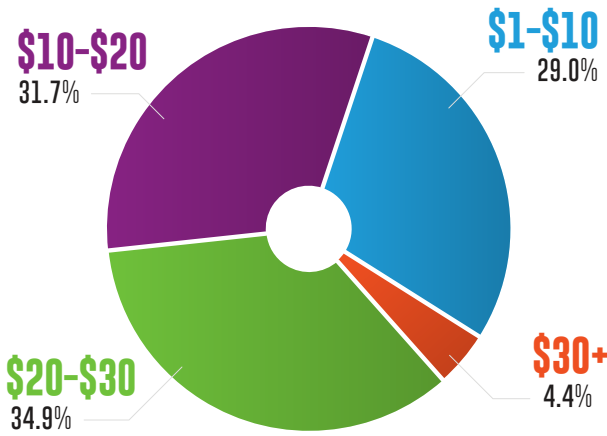




## SALES QUANTITY OF POD SYSTEMS BY PRICE

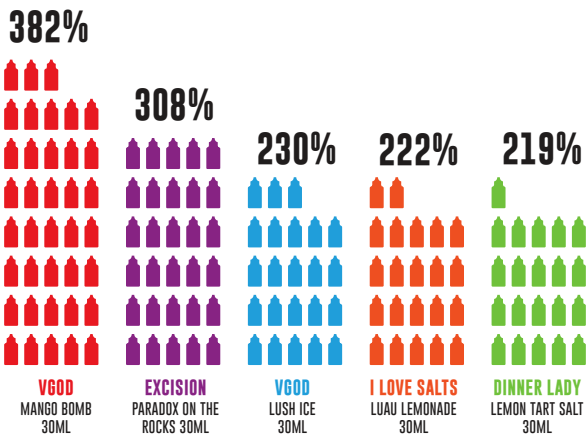
### SALES REPORT



Data is based on retail sales of pod systems over Q1 of 2019. We can tell that there's a very large market for disposable systems that fall in the \$0-\$10 and \$10-\$20 categories due to their affordability and ease of use. There is still a very booming market for pod systems in the \$20-\$30 range which include the suorin drop and Mi Pods which make up a large majority of the sales. Store owners can extrapolate from the above infographic that spreading their pod system availability anywhere under \$30 should still see strong sales potential toward that customer preference.

## JUICE SALE TRENDS BASED ON Q4 2018 VS Q1 2019

### TRENDING



Data is based on wholesale sales comparing Q1 of 2019 against Q4 of 2018. We can see that salt nics almost take the entire chart with four of our salt nic flavors taking the top five in % growth in Q1. This is especially important for store owners to take note of as with this new spike in salt nics they will want to consider stocking more of these flavors to take advantage of this change. It's interesting to note that VGOD has two of their salt nic flavors on this chart, which may be a good place to start if any store owners are wondering which specific salt nics are on the rise.

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### ASK THE EXPERT

**Q: What kind of growth have you seen in the pod market over the last year, and what do you expect to see from it in the near future?**

A: I've been working in the pod sector for four months now after we launched our own line at the start of the year. Our personal line has tripled to quadrupled in growth on a monthly basis consistently. I believe this is due to the convenience factor of the product. Even with the bad press that Juul has received lately in particular, the word is out and people who had never considered swapping to vape products are willing to try something as convenient and easy to use as a salt nic pod system. You have two types of people: 1) people who used alternative nicotine products; and 2) people who have never vaped or used nicotine and they are all willing to try it now that the convenience and availability is there. Personally I enjoy using a box mod with a tank, but when I'm on the go or flying somewhere, I won't even consider bringing my full mod with me and will elect for the simple solution of bringing a pod system. It may not taste quite as good as a full tank or RBA system, but it's hard to beat the convenience.

**Q: As a vendor who supplies both pods and e liquids, have you noticed a decline in e liquid sales with the recent boom in pod popularity?**

A: I would say there is definitely a natural cannibalism of salt nics and pods over traditional freebase juice. For example, take John Doe, a retail customer from Missouri, who is used to buying three bottles of freebase nicotine e-liquids a month. Now he only purchases a single bottle of salt nics and he's good for the same period of time. I know some brands are large enough that they aren't seeing these declines at the moment, but the overall bottle volume is declining due to the convenience of salt. It's just where the market is going so if you don't play into it, then your brand (and shop) is going to fall by the wayside.

**Q: From a sales perspective, do you tend to push pods over e liquid or the other way around? Considering salt nics means the customer won't return to buy as often, does that affect which products you try to push?**

A: At first when our pod product was launched we were still pushing both pods & e-liquids, but when you have something new you naturally want to lead with it. When I noticed that some of our customers weren't even carrying pods I would spend time educating and convincing them of their value. I would urge them to carry at least one option that will work in the devices they are already stocking and selling. There hasn't been a real drop in sales as this seems to be a new demographic. If anything we've gotten more exposure because we're selling through our current channels, and any new shops that pick up either our pod or juice line is likely to take the other as well.



YOUR EXPERT

**DWANE MORRISSON**  
**PÜR PODS BY LIQUID EFX**

To learn more or to submit your own question, please contact [info@ejuices.co](mailto:info@ejuices.co)