

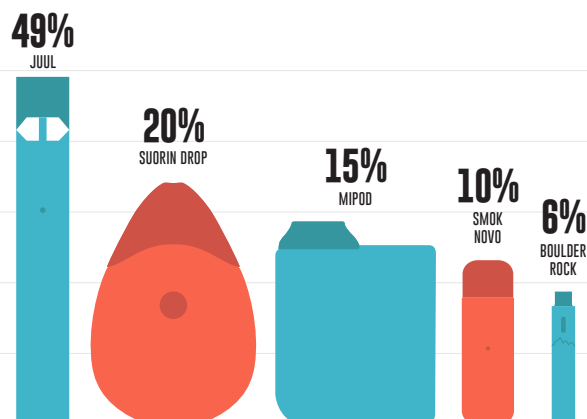


THE JUICE

INDUSTRY DATA AND ANSWERS AT YOUR FINGERTIPS

TOP 5 MOST POPULAR POD SYSTEMS

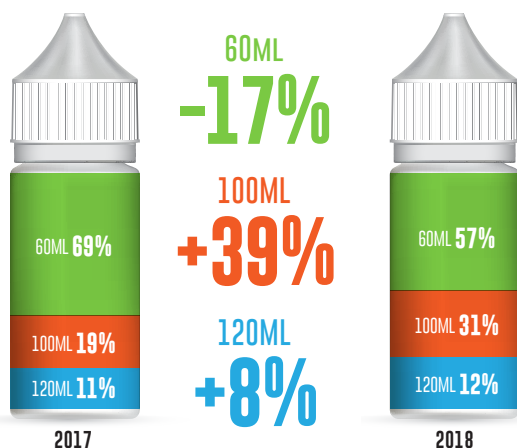
POPULAR



Data is based on wholesale purchases of pod replacement cartridges over the last 90 days. Juul is dominating the pod system sales with 49% of sales. Suorin drop has grown in popularity and has taken the second position with 20% of total sales. The most notable appearance is the Smok Novo. Based on total unit sales, the Novo has grown in popularity over the last few months. If you're wondering which pod replacement cartridges to stock in your shop, we recommend using this infographic as a reference.

BOTTLE SIZE TRENDS: 2017 VS 2018

TRENDS



Data is based on 2017 and 2018 annual unit sales by E-liquid bottle size. During this period there has been an interesting decline in 60ml sales with 12% sales in 2018. The decline in wholesale 60ml bottle sales may be due to the significant increase in the, recently created, 100ml size option. The wholesale purchasing move to 100mls has been a notable and popular trend. This data should help store owners better understand vaping consumer preferences and trends as it relates to E-liquid bottle sizes.

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ASK THE EXPERT

Q: Which products should I always have in stock?

A: Coils and replacement pods. Store owners will often find their coils inventory at low levels or out of stock before they even have a chance to reorder because, unlike E-liquid preferences, coils are more universal to your customer's tank or device. In addition, coils have a high consumption rate based on the ingredients found in E-liquid (and probably by design from the manufacturers). They also make an ideal upsell item as your customers will appreciate the uninhibited flavor of the E-liquid that you just sold them as well as not being out of coils when they need them. Make sure to have plenty of stock of coils and replacement pods that are in line with the most popular devices on the market or in your local area. Customers will often come in to your store just to pick up a pack or coils or replacement pods. Make sure you don't lose these sales because you are out of stock of these items!

Q: Should I carry Salt Nic products?

A: Salt nicotine, which typically contain higher levels of nicotine, are increasing in popularity. So, it wouldn't hurt to stock a few of the more popular flavors in your shop. You may want to consider carrying the salt nic version of some of your best selling freebase flavors. One thing you should consider about salt nics, especially if this is your first time carrying them, is that they tend to be consumed over a much longer period of time. So, you may see a reduction in purchase frequency from these customers. As with most products, it is recommended that you have the appropriate selection of inventory available based on the preferences of your customer base, the trends in your area, and the vaping industry as a whole. After all, the goal is to make a sale and satisfy your customers. One key ingredient to this goal is to have the right products available at the right time.

Q: I keep hearing the term 'dropshipping'. What is it and how can I benefit from it?

A: Dropshipping is the ecommerce method of consolidating inventory from many different vendors into one site. When an order is placed for products the order is sent to the vendors for fulfillment and shipment directly to the customer from the vendor's shipping location. The most common example would be Amazon who hosts thousands of products and only carries a small percentage of them in their own warehouses. This allows wholesale customers to purchase all of the juice they want in their shop from one source instead of having to place and track separate orders with each individual vendor. It also means that all shipment tracking will be handled by one company. Dropshipping allows a much larger inventory to remain available to customers without the seller having to carry an immense amount of inventory in one place.



YOUR EXPERT

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