

THE YOUTH E-CIGARETTE EPIDEMIC: NEW ESTIMATES OF JUUL LABS' REVENUES FROM YOUTH USERS IN THE US

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Background

- Past 30-day e-cigarette use increased by 78% among high school youth from 2017 to 2018, an increase attributable to USB device-shaped products
- JUUL Labs insists they do not market their product to youth
- We estimate JUUL Labs' net revenue in 2018 attributable to youth use in the US

Methods

- We calculated the number of youth (aged 12-17) and adults (aged 18+) who were current e-cigarette users and stated "JUUL" as the name of the e-cigarette brand they own from the nationally representative Population Assessment of Tobacco and Health (PATH) Study wave 4 (Dec 2016 – Jan 2018)
- As a sensitivity analysis, we also used data from the nationally representative Truth Longitudinal Cohort (TLC) study to estimate the proportion of youth among JUUL users
- We applied several scenarios to estimate how much of JUUL Labs' \$1.3 billion net revenue were from youth in the US in 2018

JUUL Labs made an estimated \$390M (30% of its net revenue) in 2018 from underaged users.



Photo from vaping360.com/best-vape-starter-kits/pod-mini-vapes

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Results

- Of the PATH Study JUUL users, 31% (95%CI: 18.3-47.2) (n=25) were youth (12-17 years)
- From the TLC study with 13,357 participants, 30% of current JUUL users were aged 15-17
- Based on the estimate of 30% youth use of device and pods, we calculated that JUUL Labs made approximately \$390M from youth and \$910M from adults (Best guess estimate)
- **(Conservative estimate)** Assuming lower overall estimates of youth device and pod use, JUUL Labs made \$130 M, or 10% of its net revenue in 2018 from youth
- **(Liberal estimate)** Adjusting for possible under-reporting of youth device and pod use, JUUL Labs' net revenue from youth in 2018 could be as high as \$650 M, or 50% of total net revenue

Conclusion

- Quantifying the share of net revenues attributable to youth users can help hold e-cigarette companies accountable in the effort to minimize youth consumption of their products

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Authors declare no conflict of interest