

**Appendix Table 1.** Joinpoint Regression Results for Unit Sales and Average Unit Price of Cigar Products, by Type

	Unit sales				Average unit price		
	AMPC (%)	95% CI	<i>p</i>		AMPC (%)	95% CI	<i>p</i>
<i>Cigars</i>							
Full range	0.6	(0.4 to 0.8)	<.001	Full range	0.0	(-0.2 to 0.1)	.400
January 30, 2016–November 5, 2016	2.1	(1.3 to 2.8)	<.001	January 30, 2016–May 20, 2017	-0.6	(-0.7 to -0.5)	<.001
November 5, 2016–February 22, 2020	0.0	(-0.1 to 0.1)	.814	May 20, 2017–August 12, 2017	4.5	(2.4 to 6.7)	<.001
February 22, 2020–June 13, 2020	3.5	(0.9 to 6.2)	.009	August 12, 2017–June 13, 2020	-0.1	(-0.2 to -0.1)	<.001
<i>Cigarillos</i>							
Full range	0.7	(0.4 to 0.9)	<.001	Full range	0.0	(-0.1 to 0.1)	.800
January 30, 2016–November 5, 2016	2.2	(1.4 to 3.0)	<.001	January 30, 2016–May 20, 2017	-0.6	(-0.7 to -0.5)	<.001
November 5, 2016–February 22, 2020	0.1	(0.0 to 0.2)	.277	May 20, 2017–August 12, 2017	5.0	(3.0 to 7.0)	<.001
February 22, 2020–June 13, 2020	3.6	(0.9 to 6.4)	.009	August 12, 2017–June 13, 2020	-0.1	(-0.2 to -0.1)	<.001
<i>Large cigars</i>							
Full range	-0.8	(-1.0 to -0.7)	<.001	Full range	0.6	(0.3 to 0.8)	<.001
—	—	—	—	January 30, 2016–June 18, 2016	3.2	(1.2 to 5.2)	.002
—	—	—	—	June 18, 2016–January 28, 2017	-1.1	(-2.3 to 0.2)	.085
—	—	—	—	January 28, 2017–June 13, 2020	0.6	(0.5 to 0.7)	<.001
<i>Little cigars</i>							
Full range	-0.2	(-0.4 to -0.1)	<.001	Full range	0.0	(-0.1 to 0.1)	.600
January 30, 2016–August 13, 2016	1.6	(0.4 to 2.8)	.011	January 30, 2016–June 18, 2016	0.7	(-0.1 to 1.4)	.071
August 13, 2016–June 13, 2020	-0.5	(-0.6 to -0.4)	<.001	June 18, 2016–June 15, 2019	-0.3	(-0.3 to -0.2)	<.001
—	—	—	—	June 15, 2019–April 18, 2020	0.2	(-0.1 to 0.4)	.214
—	—	—	—	April 18, 2020–June 13, 2020	1.0	(-0.7 to 4.4)	.145

**Appendix Table 2.** Annual Total Cigar Unit Sales and Unit Sale Share by Type and Flavor, 2016–2020

	2016		2017		2018		2019		2020 (January–June) <sup>a</sup>	
	Unit sales	Unit sale share, %	Unit sales	Unit sale share, %	Unit sales	Unit sale share, %	Unit sales	Unit sale share, %	Unit sales	Unit sale share, %
<i>Cigarillo</i>										
Tobacco/unflavored	966 371 155	48.9	1 110 838 454	51.0	1 139 467 617	51.3	1 148 109 346	52.2	560 924 170	51.7
Fruit	481 205 863	24.4	521 575 147	23.9	516 121 467	23.3	456 367 502	20.7	210 455 192	19.4
Candy/sweets	272 736 419	13.8	298 994 315	13.7	333 284 906	15.0	365 946 905	16.6	187 449 370	17.3
Alcohol	159 029 407	8.0	143 860 383	6.6	134 765 662	6.1	130 715 541	5.9	70 653 172	6.5
Other	13 111 164	0.7	14 841 597	0.7	15 725 213	0.7	17 316 567	0.8	14 702 599	1.4
Coffee	12 941 194	0.7	15 603 359	0.7	13 510 209	0.6	12 407 830	0.6	5 353 727	0.5
Menthol	12 771 941	0.6	11 247 422	0.5	7 360 271	0.3	6 476 130	0.3	3 177 910	0.3
Not stated	57 844 734	2.9	60 833 533	2.8	59 210 289	2.7	62 404 852	2.8	31 828 843	2.9
Total	1 976 011 876	92.3	2 177 794 209	93.2	2 219 445 634	93.9	2 199 744 672	94.4	1 084 544 982	95.0
<i>Large cigar</i>										
Tobacco/unflavored	77 577 014	86.6	71 705 598	86.4	61 094 931	85.4	53 967 472	83.3	23 513 029	84.2
Fruit	195 275	0.2	139 718	0.2	34 548	0.0	16 467	0.0	7107	0.0
Candy/sweets	3 631 616	4.1	3 445 631	4.2	2 821 397	3.9	2 229 608	3.4	811 822	2.9
Alcohol	2 314 792	2.6	2 449 632	3.0	2 891 008	4.0	3 007 349	4.6	1 363 344	4.9
Other	73 675	0.1	30 785	0.0	19 735	0.0	21 786	0.0	9413	0.0
Coffee	100 248	0.1	125 647	0.2	116 160	0.2	118 425	0.2	43 720	0.2
Menthol	0	0.0	40	0.0	0	0.0	0	0.0	0	0.0
Not stated	5 716 881	6.4	5 064 630	6.1	4 546 228	6.4	5 427 477	8.4	2 176 170	7.8
Total	89 609 502	4.2	82 961 681	3.6	71 524 007	3.0	64 788 585	2.8	27 924 605	2.4
<i>Little cigar</i>										
Tobacco/unflavored	41 245 741	54.2	40 356 803	53.7	37 883 628	52.5	33 872 422	51.4	14 869 162	51.5
Fruit	10 409 531	13.7	9 564 614	12.7	9 313 181	12.9	8 516 030	12.9	3 834 941	13.3
Candy/sweets	7 325 497	9.6	7 890 323	10.5	8 005 404	11.1	7 680 462	11.6	3 206 831	11.1
Alcohol	20 646	0.03	7031	0.0	1041	0.001	478	0.001	253	0.001
Other	356 648	0.5	117 329	0.2	32 177	0.0	40 101	0.1	52 624	0.2
Coffee	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Menthol	16 220 884	21.3	16 725 752	22.3	16 755 212	23.2	15 763 080	23.9	6 888 256	23.8
Not stated	485 461	0.6	462 385	0.6	173 753	0.2	90 826	0.1	33 551	0.1
Total	76 064 407	3.6	75 124 237	3.2	72 164 397	3.1	65 963 399	2.8	28 885 619	2.5
Overall	2 141 685 784		2 335 880 127		2 363 134 037		2 330 496 656		1 141 355 206	

<sup>a</sup>The total unit sales in 2020 are only through June 2020. The “other” flavor category included mint, cannabis, clove, and concept flavors such as “purple wave” and “midnight hour.” Products without flavor description were categorized as “not stated.” Unflavored cigars with sweetener added (eg, Swisher Sweets, Tampa Sweets, Phillies Sweets) are classified as “tobacco/unflavored” rather than “candy/sweet.” Unit sale share was calculated as unit sales of a specific category (eg, product type or flavor), divided by total unit sales. Unit sale share of total cigarillo, large cigar, and little cigar was calculated among all cigar products (overall).