

JUUL vaping

A comparison of JUUL's on-line marketing in Canada and elsewhere, based on web-sites accessed January 2020.

This data sheet is intended to provide a snapshot of JUUL devices, flavours and strengths available for sale in January 2020.

Juul provides online stores in 20 countries (Juul.com/global). In 14 of these country-sites, on-line sales are offered, and an inventory and price list is provided on the site.

Since August 2018, JUUL has sold devices and nicotine liquid cartridges in Canada.¹ In January 2020, JUUL Canada announced that it would not longer be producing fruit flavours in Canada, but would continue to sell them until stocks were depleted.²

- JUUL products and their advertised prices in local currency are noted in **Table 1**.
- **Table 2** provides the URL of each web-site
- **Figure 1** shows the equivalent prices for the JUUL device
- **Figure 2** shows the nicotine concentrations of the cartridges sold for JUUL devices.
- **Table 3** shows the nicotine concentrations and flavours sold for each device.

Table 1: Availability and prices of JUUL as displayed on web-sites (including reference to discounts)



		JUUL Starter kit	JUUL Device/	JUUL C1 Device	4 pods
Canada	CAD	C\$64.99	C\$44.99	C\$44.99	C\$20.99
Czech republic	KC	890,00 Kč	690,00 Kč		269,00 Kč
France	EURO	€39,99	€29,99		€11,99
Germany	EURO	€ 24.99 (form. € 34.99)	€ 24.99		€ 12.99
Indonesia	IDR		IDR 450,000		IDR 100,000 X 2
Ireland	EURO	€34.99	€24.99		€12.99
Italy	EURO	€39,90	€29,90		€ 13,90
Philippines	Peso	₱1,750.00			₱350.00 X 2
Russia	RUB	1 895 rub	1 395 rub		695 rub
Spain	EURO	€29,99	€29,99		€11,99
Switzerland	CHF	CHF 34.95 CHF 49.95	CHF 34.95		CHF 17.95
United Kingdom	GBP	£29.99	£19.99	£24.99	£10.99
United States	USD		\$14.99		\$ 15.99

1 JUUL Press release. JUUL, the number one vapour product in the U.S., launches in Canada to help the country's five million adult smokers switch from combustible cigarettes. August 30,. 2018.
 2 CBC News. JUUL to stop selling most flavoured vaping pods in Canada. January 14, 2020.

Figure 1: Prices for JUUL devices, stated in equivalent Canadian dollars (CAD market exchange rate) and also stated in equivalent affordability (CAD – Purchasing Power Parity).³

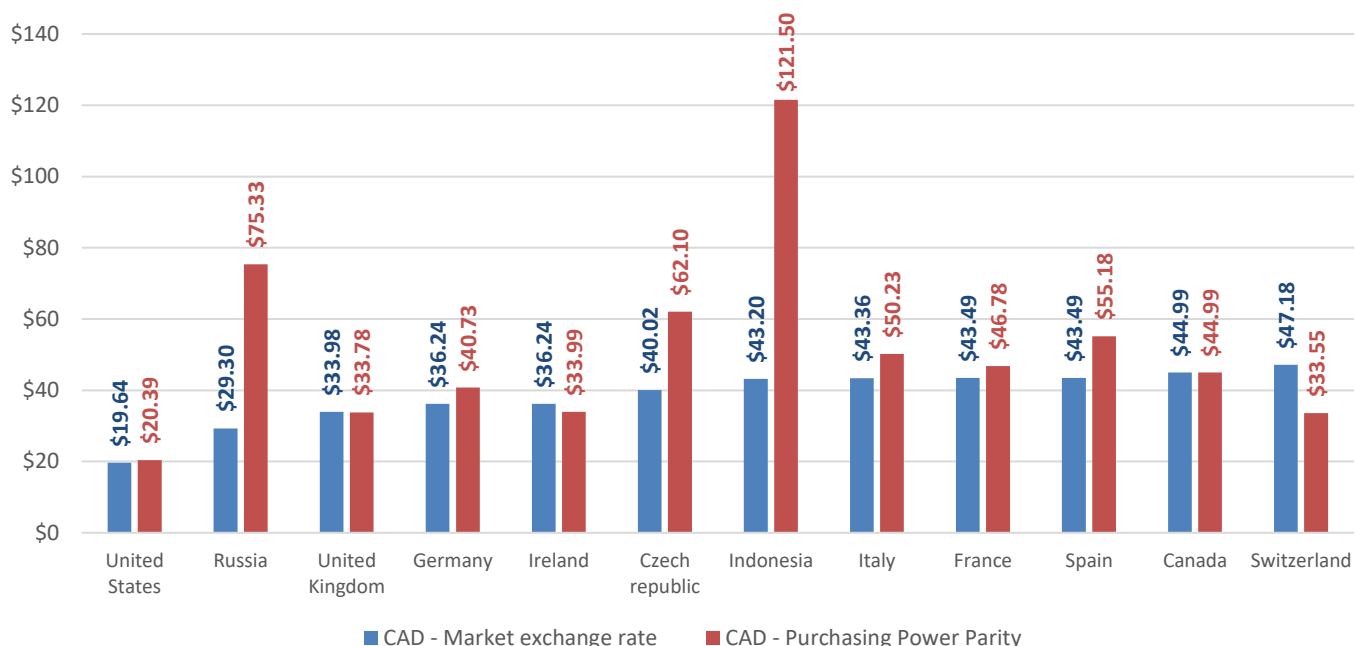


Table 2: JUUL’s global websites

Country	Website URL	Notes
Austria	Juullabs.at	No online sales
Belgium	juul.be	Registration required to access site
Canada	JUUL.ca	No web sales in Quebec
Czech Republic	Juul.cz	
France	www.juul.fr	
Germany	juullabs.de	
Indonesia	Juul.id	
Ireland	Juul.ie	
Israel	juul.co.il	No online sales
Italy	Juullabs.it	
Korea	juullabs.co.kr	Membership required to use site.
Philippines	juul.ph	
Poland	Juullabs.pl	No online sales
Portugal	Juul.pt	No online sales
Russia	Juul.ru; Juul.babylonvape.ru	
Spain	juul.es	
Switzerland	www.juul.ch	
Ukraine	juul.ua	No online sales
United Kingdom	JUUL.co.uk	
United States	Juul.com	

³ The PPP estimates were built using latest PPP estimates from the World Bank (2018).

Figure 2: Number of flavoured cartridges options offered by JUUL, by nicotine concentration (mg/ml)

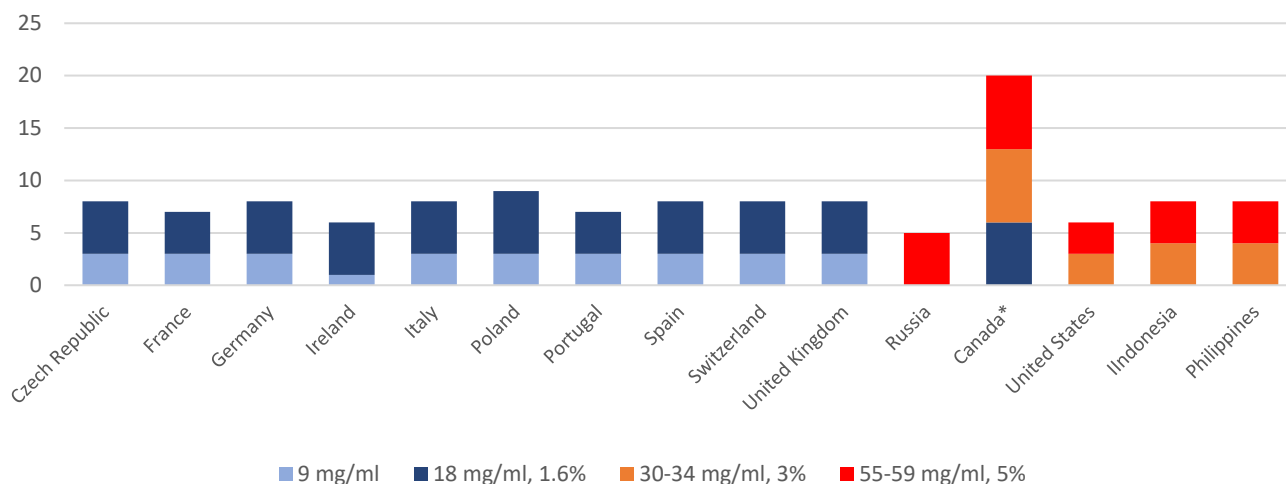


Table 3. JUUL flavours listed for sale.

	Czech Republic	France	Germany	Ireland	Italy	Poland	Portugal	Spain	Switzerland	United Kingdom	Russia	Canada*	United States	Indonesia	Philippines	
Tobacco Flavours																
Tobacco / Tabaco							DG				J					
Golden Tobacco / Tabaco Rubio	DG			DG	DG	DG		DG	DG	DG		IJ				
Blond Royal		DG														
Virginia Tobacco											J	GIJ	IJ	IJ	IJ	
Classic Tobacco													IJ			
Rich Tobacco			DG													
Mint Flavours																
Mint / Glacier Mint	DG	DG	DG	G	DG	DG	DG	DG	DG	DG		GIJ		IJ	IJ	
Menthol													IJ			
Fruit Flavours																
Mango / Mango Nectar	DG	DG	DG	G	DG	DG	DG	DG	DG	DG	J	GIJ		IJ	IJ	
Berry / Red Berry / Alpine Berry	G		G	G	G	G		G	G	G						
Fruit											J	GIJ				
Cucumber											J	GIJ				
Apple						G										
Other Flavours																
Vanilla		G				G	G	G				GIJ		IJ		
Cream / Royal Crème	G		G	G	G				G	G					IJ	

Nicotine concentration **D = 9 mg** **G = 18 mg/1.7%/1.5%** **I = 30 mg/3%** **J = 5%**

*On January 14th 2020, it was reported that Juul will suspend production of some flavours in Canada, but will continue to sell them until stocks are depleted.