

Supplementary Table 2. Leading brands by product type in alphabetical order.

E-cigarettes¹ <i>n</i> = 35	Hookah² <i>n</i> = 13	Cigar³ <i>n</i> = 24	Cigarette⁴ <i>n</i> = 22	Smokeless⁵ <i>n</i> = 18
21st Century Smoke	Al Amir	305'S	305's	Beech nut
Artery	Al Fakher	Arturo Fuente	Basic	Camel
Aspire	Fantasia	Backwoods	Camel	Copenhagen
AugVape	Fumari	Captain Black	Doral	General
Green Smoke	Havana	Cheyenne	Eagle	Grizzly
JAK	Layalina	Davidoff	Grand Prix	Husky
Joyetech	Nakhla	Djarum	Kool	Kayak
Justfog	Starbuzz	Dutch Masters	L&M	Kodiak
JUUL	Social Smoke	Dutch Treats	Liggett Select	Levi Garrett
KangerTech	Sultan	Garcia y Vega	Marlboro	Longhorn
Logic	Tangiers	Hoyo de Monterray	Maverick	Marlboro
Lost vape	Tonic	La Gloria Cumbana Purito	Misty	Red Man
MarkTen		Macunado	Natural American Spirit	Red Seal
Mistic		Middleton's Black and Mild	Newport	Skoal
My Blu		Montecristo	Pall Mall	Starr
MYLÉ		Optimo	Parliament	Stoker's
NJOY		Partagas	Pyramid	Timber wolf
SMOK		Phillies	Salem	ZYN
Sigelei		Punch	Sonoma	
SnowWolf		Romeo y Julieta	USA gold	
Suorin		Swisher Sweets	Virginia Slims	
Uwell		Talon	Winston	
Vandy Vape		White Owl		
Vapeccino		Winchester		
VAPIN PLUS				
Vapresso				
VUSE				
VOOPOO				
WISMEC				
Wotofo				

Note. We identified the above brands using the following sources, including Nielsen Scantrack data on top brands for each product type based on July 2017-June 2018 dollar sales for total U.S. convenience stores and all outlets combined. The method section of the manuscript provides further information on data sources.

E-cigarette: 12 brands from Nielsen, 4 from Euromonitor, 16 from leading online retailers identified by ECigIntelligence and Google Trends, and 3 from Google Trends alone.

Hookah: 1 brand from Nielsen and 12 listed by adult users who reported having a regular brand in Wave 4 of PATH.

Cigar: This included cigarillos as well as traditional and little cigars. We identified 11 brands from Nielsen and 13 from Euromonitor.

Cigarette: 16 brands from Nielsen and 6 from Euromonitor.

Smokeless tobacco: This included moist snuff, snus, and one "nicotine pouch" brand (ZYN). 16 brands from Nielsen and 1 from Euromonitor.