

Review of: "Higher Sales of Electronic Nicotine Delivery Systems (ENDS) in the US Are Associated with Cigarette Sales Declines, according to a Trend Break Analysis"

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Potential competing interests: No potential competing interests to declare.

The paper is quite well written.

Some comments here:

1. The analysis looks at quite a short time frame for trend.

Would be better if authors look at other factors that may influence the declining cigarette sales, besides ENDS use.

Regression may elucidate which of these factors play the highest role to the declining cigarette use.

2. These other factors need to be discussed too as other factors may influence the declining use, e.g. new regulations that restrict ENDS use, such as the flavor ban in a few states.

Please benchmark with other studies that may show similar impact to the declining sales?

3. In the Sensitivity analyses (SA) (Table 1), what parameters are used? And why? Could these provide the highest variance to cigarette decline? What were the scenarios used in SA 1 and 2?