



Lost Mary

Manufactured by iMiracle Shenzhen

Product

Description: Lost Mary is an e-cigarette brand owned by the same company/manufacturer as ElfBar (iMiracle Shenzhen is the parent company, with several potential subsidiaries and affiliates—e.g., Miga Technology Co., Ltd., **Phayun Tech**, and **Metre-Tech**).

Initially, Lost Mary products appeared in UK markets, but have recently appeared with greater frequency in US domestic markets.

The most popular form factor adheres closely to that of ElfBar, however, several models are offered. Early packaging for the Lost Mary products featured a “designed by ElfBar” label.



Source: [Henry's Vape Shop webpage](#)

Lost Mary products are available in 50mg (5%), 20mg (2%), and 0mg (0%) nicotine concentrations. According to Nielsen Market Scanner data, over 35 “flavors” are recorded.¹



Source: [Lost Mary webpage](#)

¹ Watermelon Lemon, Watermelon Ice, Watermelon Cherry, Watermelon, Triple Berry Ice, Triple Berry Duo Ice, Strawberry Watermelon Ice, Strawberry Pina Colada, Strawberry Ice, Spearmint, Raspberry Lemonade, Pineapple Apple Pear, Pineapple Mango, Peach Mango Watermelon, Miami Mint, Mary Dream, Mango Peach Watermelon, Mango Peach, Mad Blue, Lemon Lime Sparkling, Kiwi Passion Fruit Guava, Grape Jelly, Grape, Citrus Sunrise, Cherry Peach Lemonade, Cherry Lemon, Cherry Cola, Blueberry, Raspberry Lemon, Blue Trio, Blue Razz Ice, Blue Cotton Candy, Black Strawnana, Black Mint, Berry Crush Ice, Acai Berry Storm Ice



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BM600

A classic mini box vape from LOST MARY is ideal for on-the-go vaping to deliver exceptional taste sensations.

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The webpage features vibrant advertising, with depictions of young models holding and using the product. The website is age-gated and requires individuals to confirm that they are over 21 years of age before entering.

Source: [Lost Mary webpage](#)

Promotion

Website: Lost Mary has a [website](#) that provides details about the products. The webpage features vibrant advertising, with depictions of young models holding and using the product. The website is age gated and requires individuals to confirm that they are over 21 years of age before entering. The age gate page allows for individuals to be redirected to the Lost Mary Official [Discord website](#) (handle: [@Mary's](#)) prior to confirming age.

Social media: The website links to their official Facebook ([@LOSTMARY.Official.Global](#)), Instagram ([@lostmary.official.global](#)), X ([@LOSTMARY_GLOBAL](#)), YouTube ([@lostmary_global](#)), and Discord ([@Mary's](#)). Lost Mary has also been promoted on TikTok by [vape shops](#).

EB Planet on Discord (35,914 members as of this release) is also moderated by their parent company, and is used to promote Lost Mary's, as well as their family of brands.



Source: [Lost Mary's Discord page](#)

The Discord site offers tokens for participating in certain activities (e.g., chatting with other members, checking the giveaways, and participating in events). With these tokens the member can purchase a variety of items, including gift cards that allow access to exclusive giveaways and private channels. A Lost Mary holiday gift box giveaway—containing a whiskey glass, speaker, and popper—is currently being advertised across several platforms.

Although Lost Mary does not have a verified TikTok account, there are numerous posts containing the hashtag Lost Mary on [TikTok](#). However, some of the posts are unrelated to vaping.



Source: [Lost Mary's Facebook page](#)

Lost Mary was purchased twice in the summer/fall 2023 for a Tobacco 21 research study (R01CA231139) by underage covert buyers at a NJ vape shop. Notably, the covert buyer was instructed to attempt to purchase either Lava or Elfbar and the clerk recommended Lost Mary.

Recently Lost Mary partnered with clothing brand Pestle & Mortar Clothing (PMC) of Malaysia. This collaboration pairs Lost Mary's products with models fitted in PMC clothing. Malaysia seems to be a market in which Lost Mary is trying to expand. It has an [Instagram](#) account dedicated to Malaysian customers.

Place

Retailer engagement: Lost Mary was an exhibitor at Total Product Expo 2023, in Las Vegas, Nevada, suggesting a desire to further network with manufacturers, distributors, and independent retailers. This event is generally sponsored by **smoke** and **vape** related companies.

Vape and smoke shops: Lost Mary was purchased twice in the summer/fall 2023 for a Tobacco 21 research study (R01CA231139) by underage covert buyers at a NJ vape shop. Notably, the covert buyer was instructed to attempt to purchase either Lava or Elfbar and the clerk recommended Lost Mary.



Lost Mary’s official website has a [store finder](#) feature which suggests most stores currently listed **by** Lost Mary are traditional vape and smoke shops. We have scraped all stores from the website, among the approximate 1000 stores listed,² **nearly all** (98%) stores had names consistent with vape and/or smoke shops (e.g. Cigar World, Clouds Tobacco, Smokers Paradise Vape Shop, Thicker Cloudz, Tobacco Hut & Vape, Puff & Stuff Tobacco & Vape, and Up In Smoke Vapes).

Online stores: Lost Mary is available at various online stores, including but not limited to [Huffer and Puffers](#), [Lost Mary Disposables](#), [Vape Juice Depot](#) and [Vape Royalty](#). Additionally, Lost Mary was promoted in the June 2023 issue of *Convenience Store Decision*, a business-to-business magazine (B2B) by [Mi-Pod Wholesale](#).

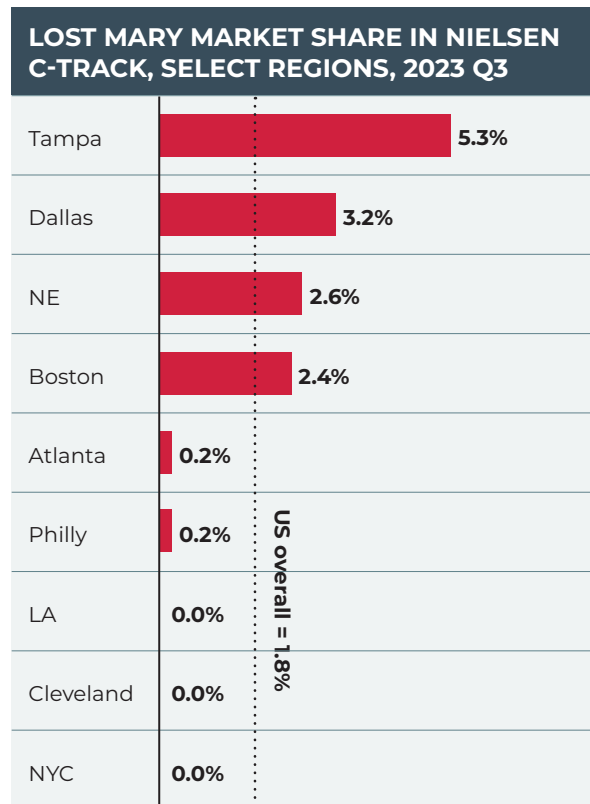
Convenience stores/Nielsen Market

Scanner data: Lost Mary **first** appears in Nielsen Convenience Store Market Scanner data in the Q3 2022—but with low sales (~700 units). At the following data refresh of that **same period** a ten-fold increase in units sold is reported (~7000). This is consistent with lags in Nielsen data for emerging products. Sales of Lost Mary have grown quickly over the last four quarters, with an estimated \$24.6 million sold in the Q3 2023 (1.2 million units) in C-stores alone. Given that Nielsen does not capture sales online or in vape/ smoke shops, **sales are underestimated**.²

Additionally, we note regional variation where Lost Mary is **currently** selling in C-Stores. At the national level, in the third quarter of 2023, Lost Mary accounted for 1.8% of e-cigarette sales (\$), but the brand has higher market share in markets located in Florida, Texas, and New England—meanwhile sales of the product appear to be non-existent in C-Stores in other regions like Los Angeles and NYC, which ban flavors in e-cigarettes.

² List available upon request

Source: C Store Decisions June 2023 Issue webpage



Source: CRST Internal Analysis



Source: Photo submitted through the CRST School Products Survey in Fall 2023

Target

The targeted marketing of Lost Mary suggests the product is targeted to young consumers; triangulation across various data sources is consistent with this supposition. First, the Lost Mary brand appears in the 2023 NYTS which was fielded in the Spring 2023 ([Table 3](#)), with an estimated 50,000 youth who reported the brand. We note that Lost Mary was not included in the list of prespecified response options, but was the most commonly provided write-in response for “some other brand(s) not listed here;” as such, this is likely an underestimate.

A respondent from Washington state shared a photo through the high school tobacco confiscation survey of a variety of confiscated products obtained from middle and high school students.³ In addition to a number of ElfBar products pictured, **at least five Lost Mary** products are identified, suggesting that the youth are using this product.

The August 2023 Rutgers Omnibus, a national mTurk survey of 18–45 year olds, identified 7 respondents out of 550 who report currently using e-cigarettes and listed Lost Mary as their usual brand or the brand last used; their ages ranged from 20 to 37, with an average of 30.

ITC Survey of Youth and Young Adults:

The repeated cross sectional ITC Survey of youth (ages 16–19) and young adults (20–29) was fielded in August 2023 in four countries, including the US. Vaping among youth in the past 30 days in the US appears to be unchanged from the last two annual surveys (~14%). A large increase is noted in disposable vapes among youth in the US, with 2 out of 3 reporting using a disposable in 2023 (vs. roughly 1 in 2 in 2022). **Elfbar and/ or Lost Mary⁴ were the most common brands report by youth and young adults (~1 out of 4) in the US in August 2023.**

Price

While Lost Mary cost \$27 at the NJ Vape store, the average price in Nielsen was \$21 per unit, which is slightly higher than the e-cigarette market overall, but on par with Elf Bar. Online websites however, sell the product at discounted rates. Among the 4 websites previously mentioned, the price for Lost Mary OS5000 ranged from \$11.98 to \$19.99, with an average price of \$14.48.

Questions

If you have any questions about this deep dive into Lost Mary, or if you have encountered Lost Mary advertising or sales in your community and would like to share images or information, please contact Dr. Ollie Ganz (ollie.ganz@rutgers.edu).

³ Note: the image file uploaded was titled 2022-2023, so the products displayed likely vary with respect to recency.

⁴ Given the similarity of the two brands, they were combined for top line reporting. We are working with the ITC team to disaggregate the data.