

E-Cigarette Maker Juul Labs Is Raising \$1.2 Billion

Investors are valuing the vaping giant at \$15 billion.



Juul products *Photographer: Bill O'Leary/The Washington Post via Getty Images*

By Olivia Zaleski

June 29, 2018 at 2:40 PM CDT

Updated on June 29, 2018 at 4:22 PM CDT

 This article is for **subscribers only**.

Juul Labs Inc., a startup that makes electronic cigarettes, is raising \$1.2 billion in a financing round that would value the company at \$15 billion, said people familiar with the matter.

Juul plans to use the influx of cash to expand internationally. Outside of the U.S., Juul's flagship vape pen is currently only available in Israel and the San Francisco-based company wants to broaden distribution, said one of the people, all of whom asked not to be identified because the company's plans are private. Current Juul shareholders include

Tiger Global Management and the mutual fund firm Fidelity Investments, according to publicly available disclosures. With the new money, the company will be worth more than \$16 billion. Juul declined to comment on the funding.

Since launching in 2015, the Juul has been a runaway success. Vapers appreciate the flat rectangular product design, discreet size and powerful pre-filled nicotine pods. Sucking on a Juul creates a similar sensation to smoking a cigarette.

As of last month, Juul had captured 68 percent of the U.S. e-cigarette market, according to Nielsen data compiled in a Juul investor presentation viewed by Bloomberg. The company's growth has made it a bright spot in an ailing industry. Since January 2017, cigarettes' share of the smoking and vaping market has fallen by almost 4 percentage points. Juul's market share has jumped by roughly 3.5 percentage points in the same period.

[Terms of Service](#) [Do Not Sell or Share My Personal Information](#) [Trademarks](#) [Privacy Policy](#)

©2024 Bloomberg L.P. All Rights Reserved

[Careers](#) [Made in NYC](#) [Advertise](#) [Ad Choices](#) [Help](#)