

TOBACCO RETAIL LANDSCAPE

Lincoln County 2026 Snapshot

Tobacco companies spend billions of dollars each year marketing their products, with retail stores serving as an important setting for tobacco product promotion and sales.¹

Some tobacco retailers also accept SNAP and/or WIC benefits, placing tobacco products within the same stores that provide food-assistance services.²

Understanding the types and characteristics of tobacco retailers provides insight into the retail landscape and helps identify opportunities to promote healthier community environments.³

63

Stores
Assessed



Type of Retailers Assessed

Convenience



44.4%

Liquor Store



14.3%

Grocery



12.7%

Tobacco Shop



6.3%

Mass Merchandiser



4.8%

Vape Store



3.2%

Pharmacy



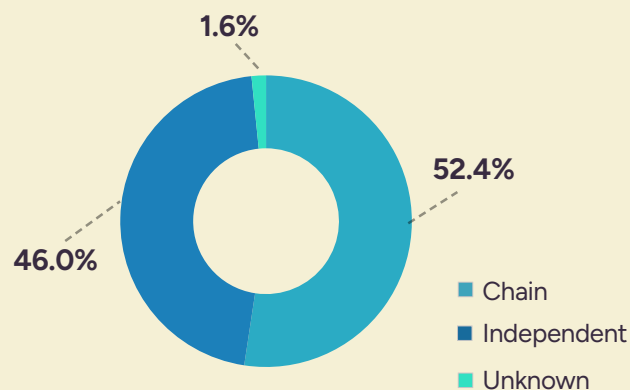
1.6%

Others



12.7%

Establishment Style



Retailers Accepting WIC & SNAP

Accepts WIC

28.6%

Yes

71.4%

No

Accepts SNAP

30.2%

Yes

69.8%

No

Retailers with Pharmacy Counter

3.2%

Had Pharmacy
Counter Present



Assessment Method

- Data was collected from January through June 2026.
- A standardized assessment tool developed by Tobacco Free Nebraska (TFN) was used to document the data.
- All analyses were completed by TFN.
- Analysis included only stores that were open and currently selling tobacco products at the time of assessment.

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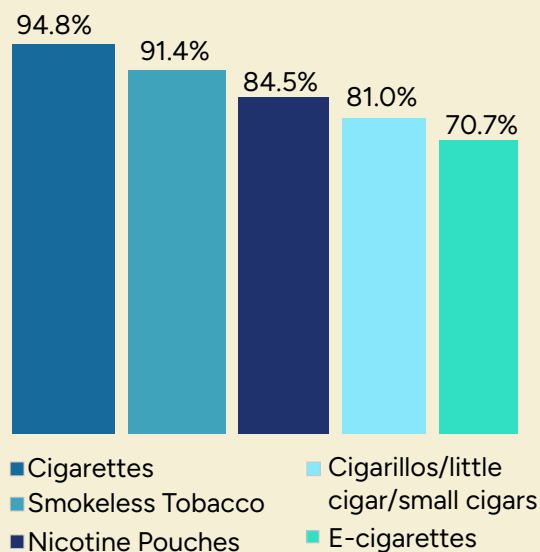
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Product Availability

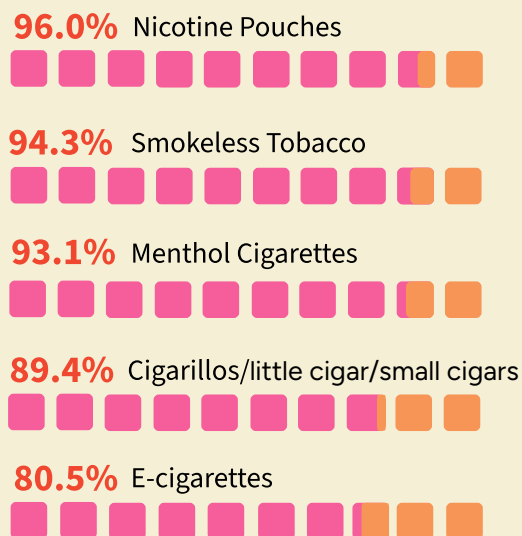
Tobacco products are widely available in a variety of forms and flavors such as menthol, fruit, sweet, candy, or mint. Flavored tobacco products mask their harsh taste, and are particularly appealing to youth.⁴



Retailers Selling Each Product



Retailers Selling Flavored Products



Tobacco Advertisement Placement

Advertising further increases the visibility of these products by placing them in areas where customers are most likely to see them. This increased visibility may encourage impulse purchases, which can cause people to consume more tobacco products and affect their health.⁵

Tobacco Advertising Among Retailers

Interiors Ads **69.0%**

Exterior Ads **20.7%**

Both **17.2%**

Top Three Ad Locations

Interior Ads⁶

60.3%

Power Walls/Behind Counter:
Large displays placed directly behind the checkout counter.

48.3%

Shelf Signage:
Signs placed on or above shelves that hold tobacco products.

25.9%

Non-lighted Displays:
Unlit posters, banners, or standees inside the store.

Exterior Ads⁶

15.5%

Window or doors:
Ads placed on outward-facing windows and doors.

5.2%

Sidewalk:
Ads placed in pedestrian areas.

1.7%

Exterior Building walls:
Large ads displayed on the outside walls of a building.

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Pricing and Promotions

The pricing and promotion of tobacco products can influence whether people choose to buy them. Discounts, special offers, and other promotions can make tobacco seem more affordable and appealing.⁷ On the other hand, higher prices can discourage tobacco use. A 10% increase in cigarette prices is linked to a 7% decrease in cigarette use among young people.⁸ Together, pricing and promotion can play an important role in whether people start, continue, or quit using tobacco.

Lowest Advertised Price

\$1.99

A Pack of
Cigarettes



\$0.89

Single Cigarillos,
Little/Small Cigar



\$2.69

A Can of
Smokeless Tobacco



\$2.74

Nicotine
Pouches



Retailers Offering Price Promotions for Each Product

Nicotine Pouch

26.5%

Cigarettes

24.1%

Smokeless
Tobacco

18.9%

Cigarillos,
little/small cigar

10.6%

E-Cigarettes

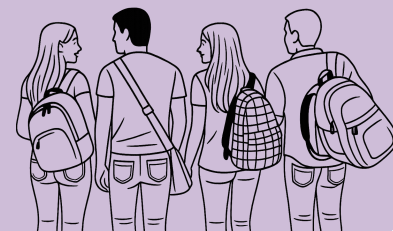
9.5%

Product Display and Youth Exposure

The way tobacco products are displayed in stores can affect how easily young people see and access them. Frequent exposure can make tobacco use seem normal and may increase interest in trying tobacco.⁵

Every day, more than 1,200 young people under age 18 smoke their first cigarette, while about 60 young people who previously smoked occasionally become daily smokers.⁹

Examining where tobacco products are placed and how they are displayed can help us understand how youth are exposed to tobacco in retail stores.



Youth-Targeted Product Areas

NO stores displayed tobacco products within 12 inches of youth-appealing products, such as candy or toys.



Retailers With Tobacco in Self-Service

- **1 store** placed cigarettes in the self service displays.
- **2 stores** placed cigarillos, little cigar, or small cigar in self-service displays.



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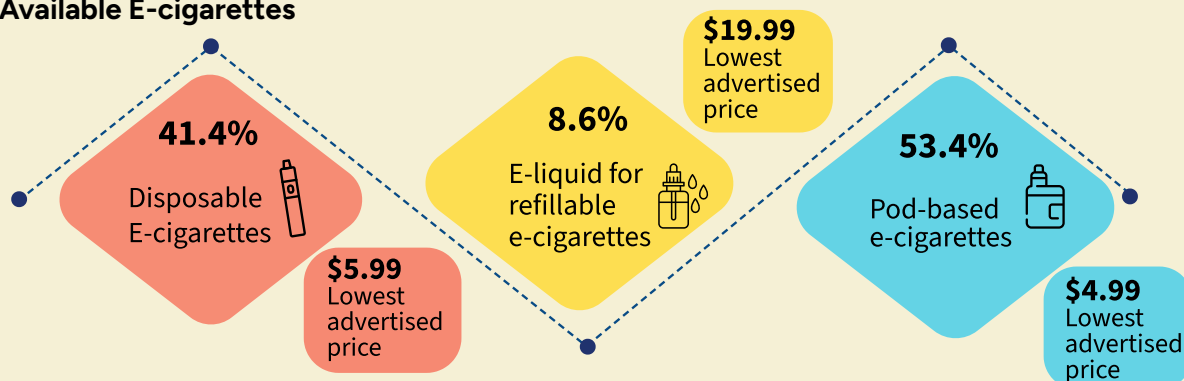
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E-cigarettes

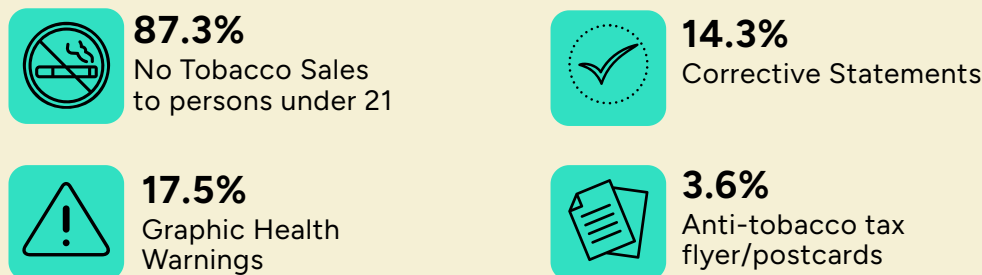
E-cigarettes are battery-operated devices that are available in many types and flavors on the market. Advertising, product displays, and easy access in stores can attract customers, especially youth, and encourage continued use. Research shows that young people who regularly visit convenience stores are more likely to become interested in or start using e-cigarettes.¹⁰ In Nebraska, about 7% of high school students currently use e-cigarettes, showing how common these products are and the importance of understanding how they are marketed and sold.¹¹



Types of Available E-cigarettes



Retailers displaying tobacco-related signage and materials



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