CLAIMS:

1. A system comprising:

a user interface device comprising:

a display comprising a graphical user interface configured to present at least one indication representative of conversion of consumption from a first type of aerosol-generating article to a second type of aerosol-generating article; and

a controller comprising one or more processors and operably coupled to the display, wherein the controller is configured to:

generate at least one indication representative of conversion of consumption from the first type of aerosol-generating article to the second type of aerosol-generating article based on at least one first value representative of consumption of a first type of aerosol-generating article over at least one time period and at least one second value representative of consumption of a second type of aerosol-generating article over the at least one time period, wherein the first type of aerosol-generating article is different than the second type of aerosol-generating article, and

display, on the graphical user interface, the at least one indication representative of conversion of consumption from the first type of aerosol-generating article to the second type of aerosol-generating article; and

an aerosol-generating apparatus configured to use the second type of aerosol generating article to generate aerosol, wherein the aerosol-generating apparatus comprises:

a communication interface to transfer data to and from the user interface device; and

a controller comprising one or more processors, wherein the controller is configured to:

determine at least one second value representative of consumption of the second type of aerosol-generating article over at least one time period using the aerosol-generating apparatus, and

transmit the at least one second value representative of consumption of the second type of aerosol-generating article over the at least one time period to the user interface device.

2. The system according to claim 1, wherein the aerosol-generating apparatus comprises:

an aerosol-generating device comprising a power supply; and

a host device comprising an interface to be operably coupled to the aerosol-generating device to at least recharge the power supply of the aerosol-generating device.

3. The system according to claim 2, wherein the host device comprises the communication interface and the controller.

4. The system according to any one of claims 2-3, wherein the controller of the aerosol-generating apparatus is further configured to receive data associated with the at least one second value representative of consumption of the second type of aerosol-generating article over the at least one time period from the aerosol-generating device when the aerosol-generating device is operably coupled to the host device.

5. The system according to claim 2, wherein the aerosol-generating device comprises the communication interface and the controller.

6. The system according to any one of claims 1-5, wherein generating the at least one indication representative of conversion of consumption from the first type of aerosol-generating article to the second type of aerosol-generating article comprises generating a rate of conversion of consumption from the first type of aerosol-generating article to the second type of aerosol-generating article.

7. The system according to any one of claims 1-5, wherein the at least one second value representative of consumption of a second type of aerosol-generating article over the at least one time period comprises:

an initial second value representative of consumption of the second type of aerosol-generating article over an initial time period, and

a plurality of subsequent second values representative of consumption of the second type of aerosol-generating article over a plurality of subsequent time periods; and

wherein the at least one first value representative of consumption of the first type of aerosol-generating article over the at least one time period comprises:

an initial first value representative of consumption of the first type of aerosol-generating article over an initial time period, and

a plurality of subsequent first values representative of consumption of the first type of aerosol-generating article over a plurality of subsequent time periods,

wherein a generated subsequent first value of the plurality of subsequent first values is generated based on the initial first value, the initial second value, and a subsequent second value of the plurality of subsequent second values corresponding to the generated subsequent first value.

8. The system according to claim 7, wherein the initial first value is input by a user.

9. The system according to claim 7 or claim 8, wherein generating the at least one indication representative of conversion of consumption from the first type of aerosol-generating article to the second type of aerosol-generating article comprises generating a rate of conversion of consumption from the first type of aerosol-generating article to the second type of aerosol-generating article by dividing a current subsequent second value by the sum of a current subsequent first value and the current subsequent second value.

10. The system according to any one of claims 1-9, wherein the at least one indication representative of conversion of consumption from the first type of aerosol-generating article to the second type of aerosol-generating article comprises an aggregate rate of conversion of consumption from the first type of aerosol-generating article to the second type of aerosol-generating article based on at least a rolling average of a plurality of previous rates of conversion of consumption from the first type of aerosol-generating article to the second type of aerosol-generating article from a plurality of previous time periods.

11. The system according to any one of claims 1-10, wherein the at least one indication representative of conversion of consumption from the first type of aerosol-generating article to the second type of aerosol-generating article comprises a graphical indication representative of conversion of consumption from the first type of aerosol-generating article to the second type of aerosol-generating article.

12. The system according to any one of claims 1-11, wherein the controller is further configured to execute generating a textual reinforcement message based on at least the at least one indication representative of conversion of consumption to

convey encouragement to a user to regarding the conversion of consumption from the first type of aerosol-generating article to the second type of aerosol-generating article.