Nicotine Pouch Use Among Youth & Young Adults

Monitoring Tobacco Product Use Among Youth and Young Adults in the United States
Data Collected February - June 2025 • TEEN+ Study

Nicotine Pouches

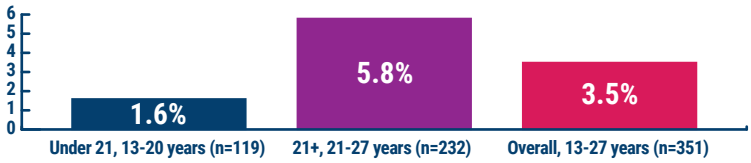


- Nicotine pouches contain a powder made of nicotine, flavorings and other ingredients.
- These pouches dissolve in the mouth and are absorbed through the gums.
- Nicotine is an addictive chemical that can harm brain development up to age 25.
- Marketed in stores and where youth and young adults spend time, including on social media and at music events.
- Flavors increase appeal for young people.

Use of Nicotine Pouches Among Youth and Young Adults is a Public Health Concern

4x Current use of nicotine pouches among youth and young adults increased nearly four-fold between TEEN+ Wave 1 (July-October 2022) and Wave 6 (February-June 2025)

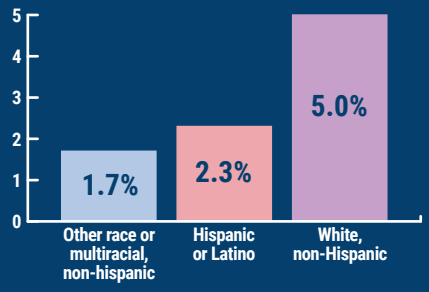
Current (past 30-day) Use by Age



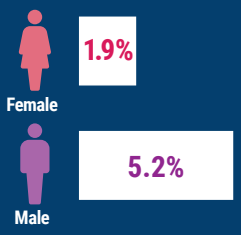
3.5% of young people use nicotine pouches

Current Use is More Common Among Youth and Young Adults Who Identify as White and Male

Current Use by Race/Ethnicity (n=10,037)



Current Use by Gender (n=10,037)





Mint and Wintergreen

Are commonly-used flavors among youth and young adults who use nicotine pouches

Dual & Poly Use is Common



Youth and young adults who use nicotine pouches typically use other products too.

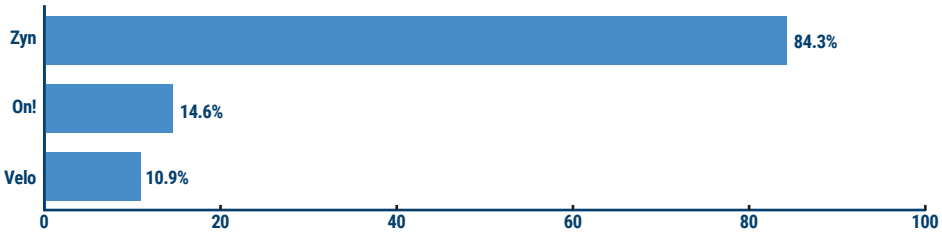
Under 21: 78.5% use another tobacco product
62.5% use e-cigarettes

Age 21+: 80.4% use another tobacco product
56.8% use e-cigarettes

Zyn is the Brand Most Used by Youth and Young Adults

Brands Used in Past 30 Days Among Youth and Young Adults Who Currently Use Nicotine Pouches

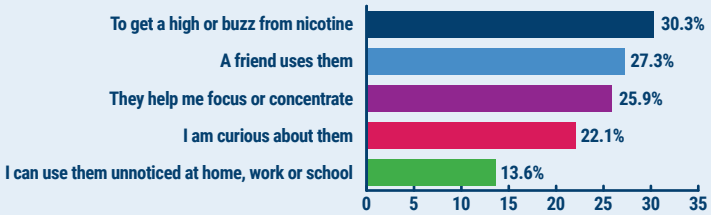
Overall, 13-27 years (n=351)



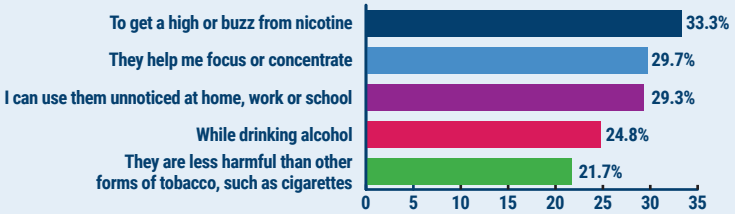
Youth and Young Adults Report Desire for 'Nicotine High' or 'Buzz' as Top Reason for Pouch Use

Reasons for Current Use of Nicotine Pouches Among Youth and Young Adults Who Currently Use Pouches, by Age

Under 21, 13–20 years (n=118)



21+, 21–27 years (n=231)



CDC Foundation. (2025). Monitoring Tobacco Product Use Among Youth and Young Adults in the U.S. TEEN+ Data Brief, Issue 2. Additional information about the TEEN+ Study is available here. • CDC. Youth and Tobacco Use. Published 2024. • CDC. Nicotine Pouches. Smoking and Tobacco Use. Published 2024.

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