

Data Brief | Issue 2, Nicotine Pouches

TEEN+ Study

Background

- Nicotine pouches contain a powder made of nicotine, flavorings and other ingredients. The powder dissolves in the mouth, and nicotine is absorbed through the gums and lining of the mouth.
- Tobacco companies market flavored nicotine pouches in stores and where youth and young adults spend time, including on social media and at music events. Flavors increase the appeal of tobacco products for young people.¹
- As of September 2025, FDA has authorized for sale 20 Zyn products, but dozens of other products without authorization continue to be sold in the U.S.
- Nicotine is an addictive chemical that can harm brain development up to age 25.² No tobacco product is safe, including nicotine pouches.²
- This data brief highlights findings from a nationally-representative sample of 10,037 respondents, including 5,165 youth and young adults (13–20 years of age) and 4,872 young adults (21–27 years of age), fielded February–June 2025.

Key Takeaways

- Use of nicotine pouches is increasing rapidly among youth and young adults—nearly quadrupling between TEEN+ Wave 1 (July–October 2022) and Wave 6 (February–June 2025).
- Pouch use is more common among youth and young adults who are male, White, non-Hispanic and among those who use other tobacco products concurrently.
- Nearly 2-in-5 youth and young adults under 21 and 3-in-5 young adults 21 or older who use pouches used pouches on more than 5 days in the past month.
- Most youth and young adults who use pouches use mint, wintergreen, menthol and fruit flavors.
- More than 3-in-4 youth and young adults who use pouches use at least one other tobacco product.
- Among youth and young adults who use pouches, the brand most-commonly used in the past month was Zyn (84.3%).

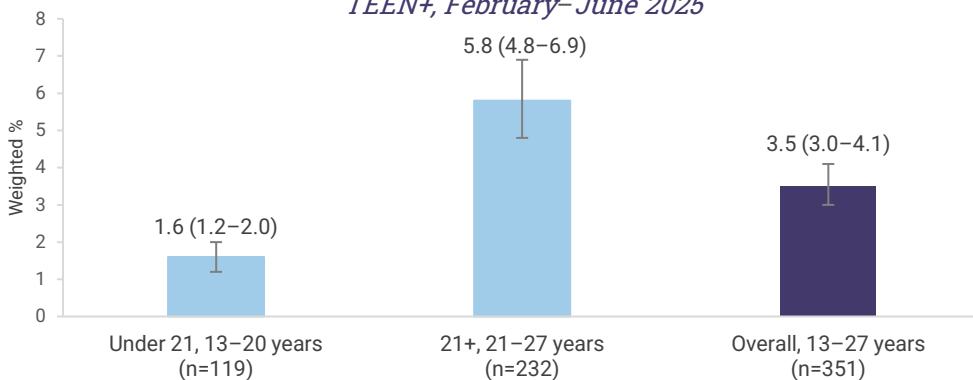
Continued monitoring is important to inform efforts to prevent youth and young adult access to and use of all tobacco products, including nicotine pouches.

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) Nicotine Pouch Use Among Youth and Young Adults, by Age
TEEN+, February–June 2025

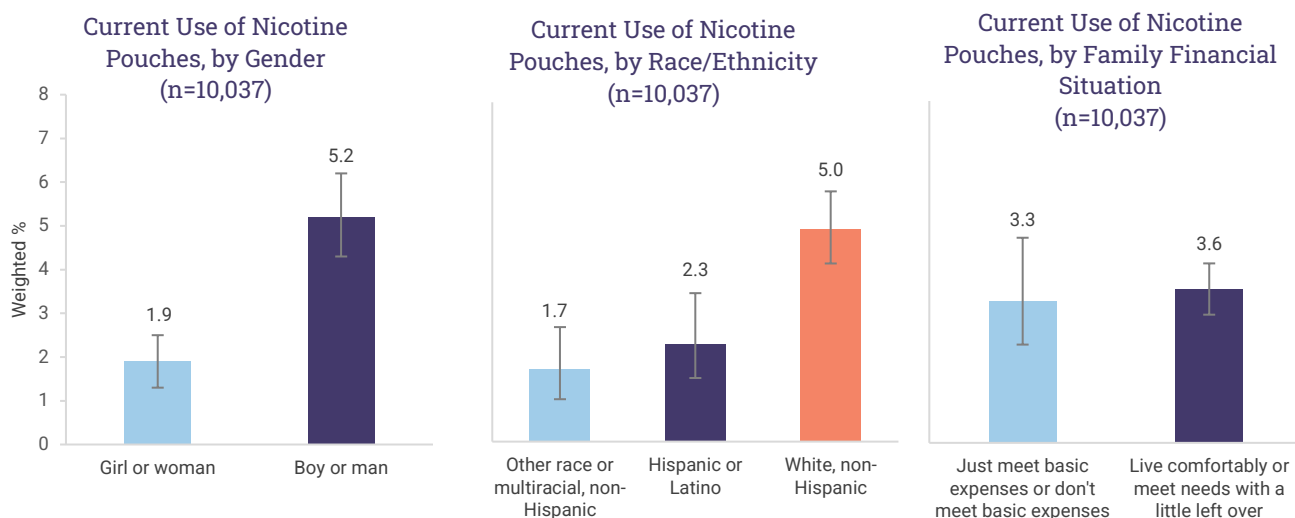


Overall, 3.5% (95% CI: 3.0–4.1) reported current (past 30-day) nicotine pouch use, including 1.6% (95% CI: 1.2–2.0) of youth and young adults under the age of 21 and 5.8% (95% CI: 4.8–6.9) of young adults 21 or older.

Data Brief | Issue 2, Nicotine Pouches

TEEN+ Study

Current Pouch Use Is More Common Among Youth and Young Adults Who Identify As White and Male

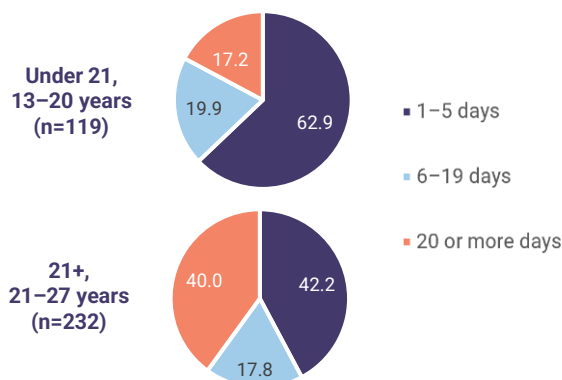


Current use of nicotine pouches was higher among youth and young adults who identified as a boy or man (5.2%) compared to girl or woman (1.9%). Additionally, current use of pouches was higher among youth and young adults who reported their race as White, non-Hispanic (5.0%) compared to Hispanic or Latino (2.3%) and other race or multiracial, non-Hispanic (1.7%). No differences were observed by perceived financial situation.

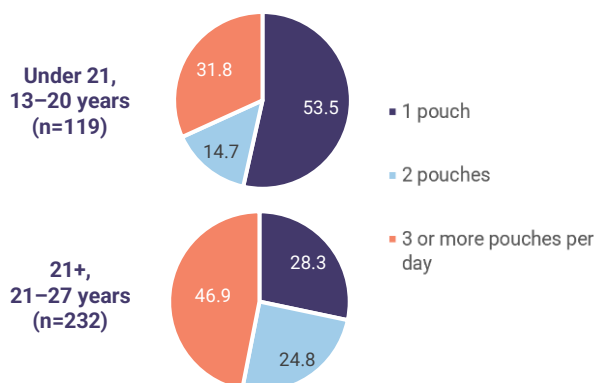
Note: Due to small cell sizes, the following race/ethnicities were combined into "Other race or multiracial, non-Hispanic": Black, non-Hispanic; Asian, non-Hispanic; Other or 2+ Races, non-Hispanic.

Among Youth and Young Adults Who Currently Use Pouches, Nearly 2-in-5 Under 21 and 3-in-5 Ages 21+ Report Use of Pouches on More Than 5 Days in Past Month

Past 30-Day Frequency of Nicotine Pouch Use Among Youth and Young Adults Who Currently Use Pouches, by Age



Past 30-Day Nicotine Pouch Intensity (Number of Pouches Used per Day) Among Youth and Young Adults Who Currently Use Pouches on Days They Use Pouches, by Age



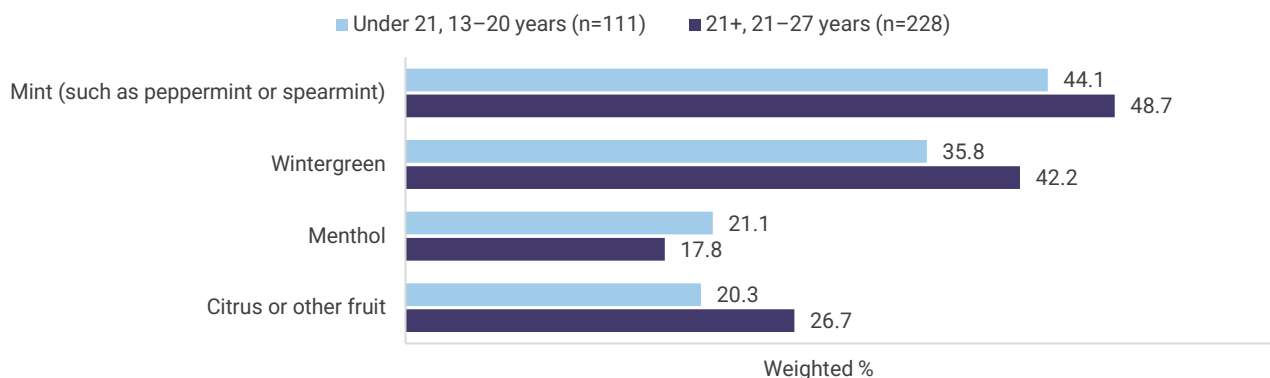
Among youth and young adults who reported current use of pouches, nearly two-in-five (37.1%) under 21 and three-in-five (57.8%) 21 or older reported using pouches on more than 5 days in the past 30 days. Additionally, 17.2% of youth and young adults under 21 and 40.0% of young adults 21 or older who reported current use of pouches reported frequent use (use on 20–30 days). When asked, "In the past 30 days, on the days you used nicotine pouches, how many pouches did you typically use per day?", half (53.5%) of youth and young adults under 21 reported use of one pouch per day on days with reported pouch use. Among young adults 21 or older, nearly half (46.9%) used three or more pouches per day on days with reported pouch use.

Data Brief | Issue 2, Nicotine Pouches

TEEN+ Study

Mint and Wintergreen Are Commonly-Used Flavors Among Youth and Young Adults Who Use Nicotine Pouches

Nicotine Pouch Flavors Used in Past 30 Days
Among Youth and Young Adults Who Currently Use Pouches, By Age
(select all that apply)

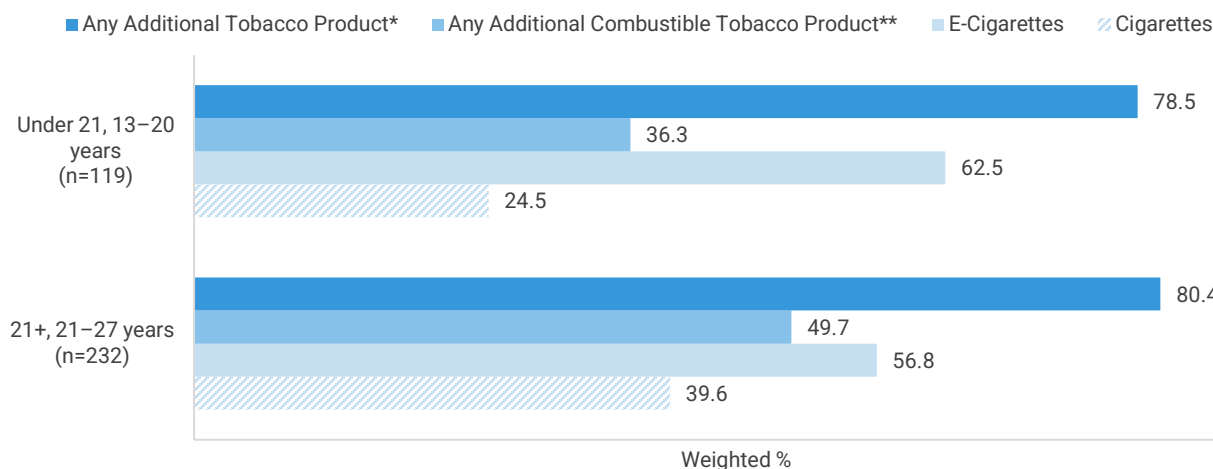


Mint was the most commonly reported flavor used in the past 30 days among both youth and young adults under 21 (44.1%) as well as young adults 21 or older (48.7%), followed closely by wintergreen (35.8% and 42.2%, respectively).

Note: A total of 13 flavors, including unflavored (such as smooth or original), chill (including clear and frost) and tobacco were included as options in the survey related to past 30-day nicotine pouch flavor use.

Most Youth and Young Adults Who Use Pouches Use at Least One Other Tobacco Product

Current Tobacco Product Use
Among Youth and Young Adults Who Currently Use Nicotine Pouches, by Age



*Defined as current use of one or more other tobacco products, including e-cigarettes, combustible cigarettes, cigars, cigarillos, little cigars, hookah or waterpipe, smokeless tobacco or snus, heated tobacco or other oral nicotine products.

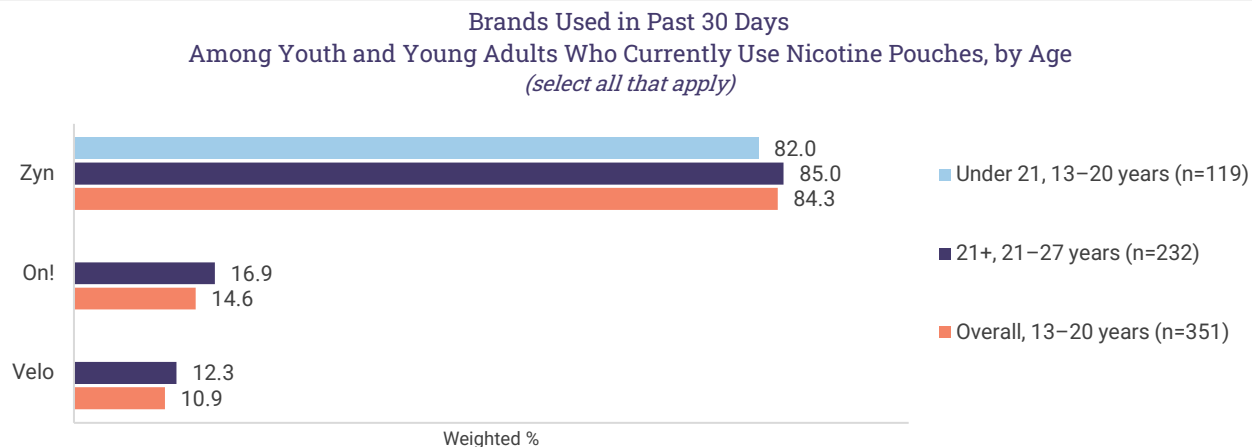
**Defined as current use of one or more combustible tobacco products, including cigarettes, cigars, cigarillos, little cigars, hookah or waterpipe.

Among youth and young adults under the age of 21 who report current use of pouches, more than three-quarters (78.5%) report current use of at least one other tobacco product and six-in-ten (62.5%) report current use of e-cigarettes. Among young adults 21 or older who report current use of pouches, eight-in-ten (80.4%) report use of at least one other tobacco product and over half (56.8%) report current use of e-cigarettes.

Data Brief | Issue 2, Nicotine Pouches

TEEN+ Study

Zyn Is the Brand Most Used by Youth and Young Adults Who Use Pouches

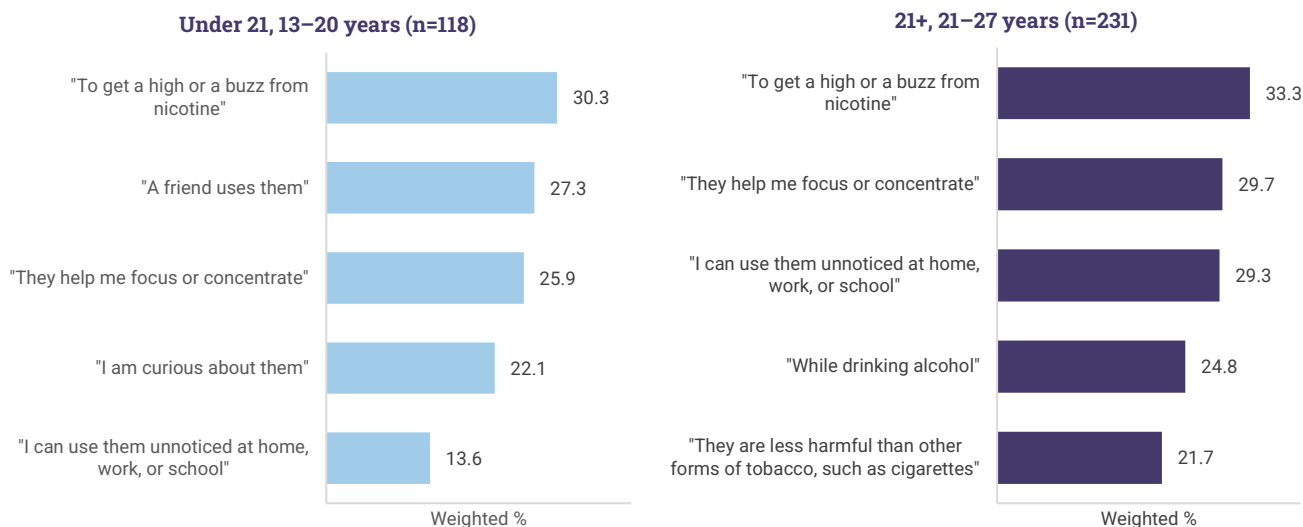


The majority of youth and young adults under 21 and 21 or older reported use of Zyn (82.0% and 85.0%, respectively). Among all youth and young adults ages 13–27 who reported current use of nicotine pouches, most reported use of Zyn (84.3%), followed by On! (14.6%) and Velo (10.9%).

Note: The top three most commonly reported brands used are presented out of a pre-populated list of 13 nicotine pouch brands. Due to small sample size, On! And Velo estimates are not shown for youth and young adults under 21.

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
(select all that apply)



"To get a high or a buzz from nicotine" was the most commonly reported reason for current use of nicotine pouches among youth and young adults (under 21: 30.3%; 21 or older: 33.3%), followed by "a friend uses them" for youth and young adults under 21 (27.3%) and "they help me focus or concentrate" for young adults 21 or older (29.7%).

Note: While only the top five responses are displayed in the figure, a total of 16 appeared in the survey related to reasons for current use of nicotine pouches.

Data Brief | Issue 2, Nicotine Pouches

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TEEN+ Methods and Notes

The Tobacco Epidemic Evaluation Network (TEEN+) Study is a nationally-representative, address-based, longitudinal cohort of youth and young adults fielded semiannually since July 2022. TEEN+ enables the collection of timely estimates to evaluate behavior and perceptions of tobacco products among youth and young adults in the context of a rapidly changing policy and product landscape. Sampling design allows for the calculation of nationally representative estimates.

Additional information about the TEEN+ Design is available [here](#).

References:

1. CDC. Youth and Tobacco Use. Published 2024. <https://www.cdc.gov/tobacco/php/data-statistics/youth-data-tobacco/index.html>
2. CDC. Nicotine Pouches. Smoking and Tobacco Use. Published 2024. <https://www.cdc.gov/tobacco/nicotine-pouches/index.html>

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Disclaimer: The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the CDC Foundation.

Notice: The data in this brief are preliminary and subject to revision.