

# Current Nicotine Pouch Use and Associated Factors in a Recent Sample of U.S. Youth and Young Adults

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## Significance

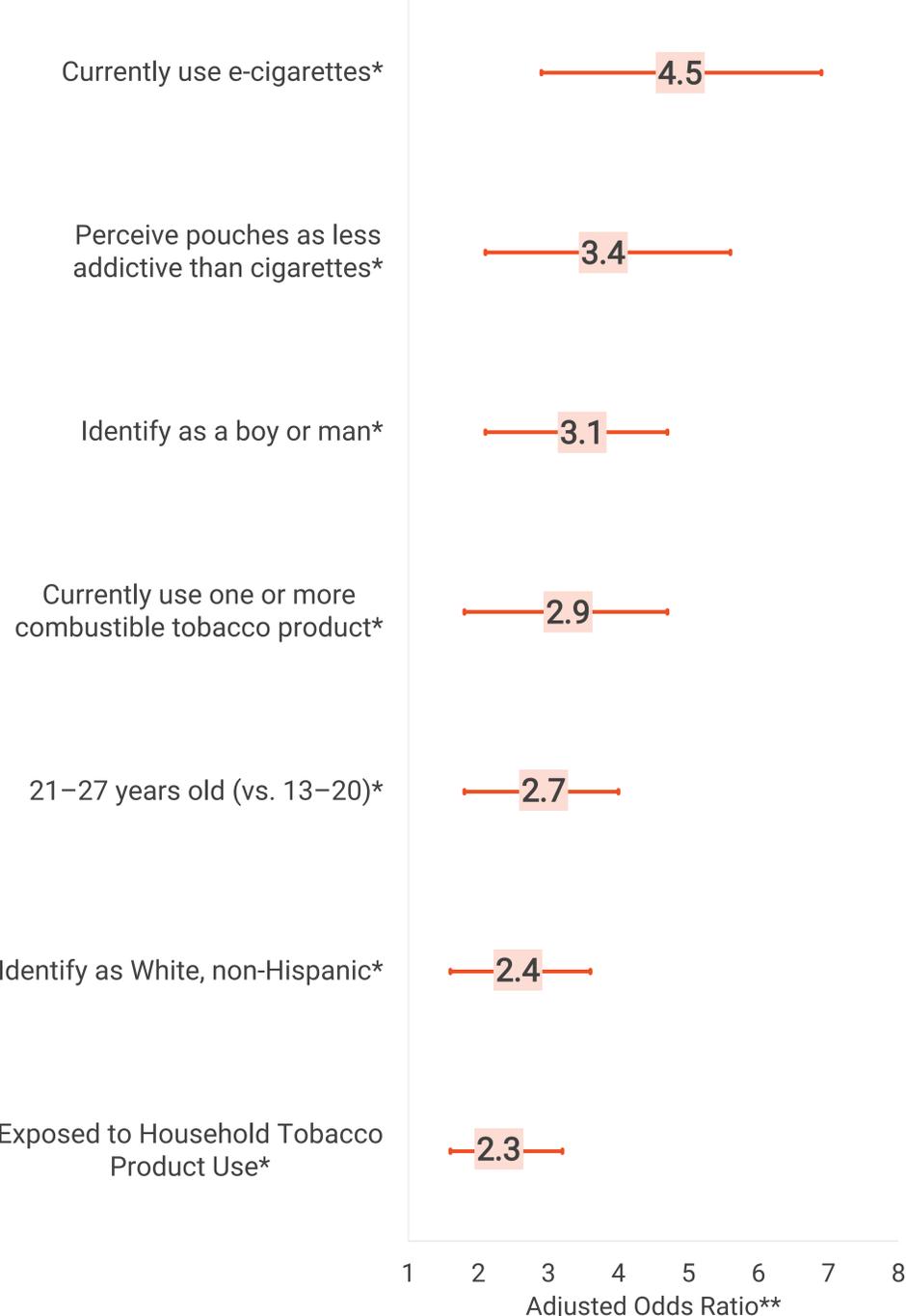
Sales of nicotine pouches have risen rapidly, and recent survey data indicate there is increasing use among young people. Understanding characteristics associated with current use of nicotine pouches is imperative to inform efforts to reduce use.

## Methods

Data come from Wave 6 (fielded February–June 2025) of the Tobacco Epidemic Evaluation Network (TEEN+) Study, a national, longitudinal cohort of youth and young adults (YYA) aged 13–27. Weighted survey data were examined pseudo-cross-sectionally. Multivariable logistic regression was utilized to examine associations of current nicotine pouch use with characteristics, beliefs and behavior. Adjusted odds ratios were reported. Analyses were conducted in SAS 9.4.

Youth and young adults who: identify as boy or man, are white, 21–27 years old, report current e-cigarette or combustible tobacco product use, are exposed to household tobacco product use and perceive nicotine pouches as less addictive than cigarettes have increased odds of current nicotine pouch use.

Associations of Current Nicotine Pouch Use With Youth and Young Adult Characteristics, Beliefs, Behaviors (n=10,037)



\*Indicates significant p-value <0.0001  
 \*\*Model adjusted for all variables in the figure in addition to perception of e-cigarette harm ("How much do you think people harm themselves when they use e-cigarettes some days but not every day?")

## Results

Among N=10,037 YYA, 11.0% (n=1,111) reported ever use of nicotine pouches and 3.5% (n=351) reported current (past 30-day) use of nicotine pouches. The majority of YYA who reported current use of nicotine pouches (95.0%) tried another nicotine or tobacco product first.

Differences in current nicotine pouch use were observed by sociodemographic characteristics:

- Young adults aged 20–27 reported higher ever (16.2%) and current (5.8%) nicotine pouch use, versus YYA aged 13–20 (6.4% and 1.6%, respectively) (ever use, current use: p<0.0001)
- 5.0% of YYA who reported their race as White, non-Hispanic reported current pouch use, compared to 2.3% of YYA identifying as Hispanic or Latino and 1.7% identifying as another race or multiracial (p<0.0001)
- 5.2% of YYA who identified as a boy or man reported current use of pouches, compared to 1.9% identifying as a girl or woman (p<0.0001)

Current nicotine pouch use also varied by other product use:

- 13.5% of YYA who reported current e-cigarette use also reported current pouch use, compared to 1.8% of those who reported no e-cigarette use (p<0.0001)
- 15.0% of YYA who reported current combustible tobacco use (including cigarettes, cigars and hookah) reported current pouch use, compared to 2.1% of those who reported no combustible use (p<0.0001)

Additionally, 16.0% of YYA who perceived nicotine pouches to be less addictive than cigarettes reported current pouch use, compared to 4.8% of YYA who perceived them to be equally addictive, 1.9% who perceived them as more addictive, and 1.0% who indicated "I don't know enough about these products."

## Conclusions

Results suggest differences in nicotine pouch use based on sociodemographic characteristics, other tobacco product use and personal beliefs. Continued monitoring is warranted to inform public health approaches to prevent and reduce use of any tobacco and nicotine products among YYA.



For more information about the TEEN+ Study, visit [tobacconitoring.org](http://tobacconitoring.org)