

Data Snapshot | Issue 3

E-Cigarette Flavors

Background

- Flavors are a major driver of youth e-cigarette use.¹
- There are only 41 tobacco and menthol flavored e-cigarette products authorized for sale in the U.S.², but there are thousands of products in hundreds of flavors on the market.³
- This Data Snapshot reports on the e-cigarette flavors first, ever, and currently used among U.S. youth and young adults.
- Data were collected from a nationally-representative sample of 9,674 respondents in the United States as part of an ongoing cohort survey, including 1,984 youth (13–17 years) and 7,690 young adults (18–28 years), fielded August–December 2025.

Measures of Interest

This Data Snapshot explores three measures of flavor use among youth and young adults:

1. **First flavor used.** The first e-cigarette flavor used by a person who has ever tried e-cigarettes.
2. **Flavors ever used.** The variety of flavors ever used by a person who has used e-cigarettes.
3. **Flavors currently used.** The flavors used in the past 30 days by a person who used e-cigarettes in the past 30 days.

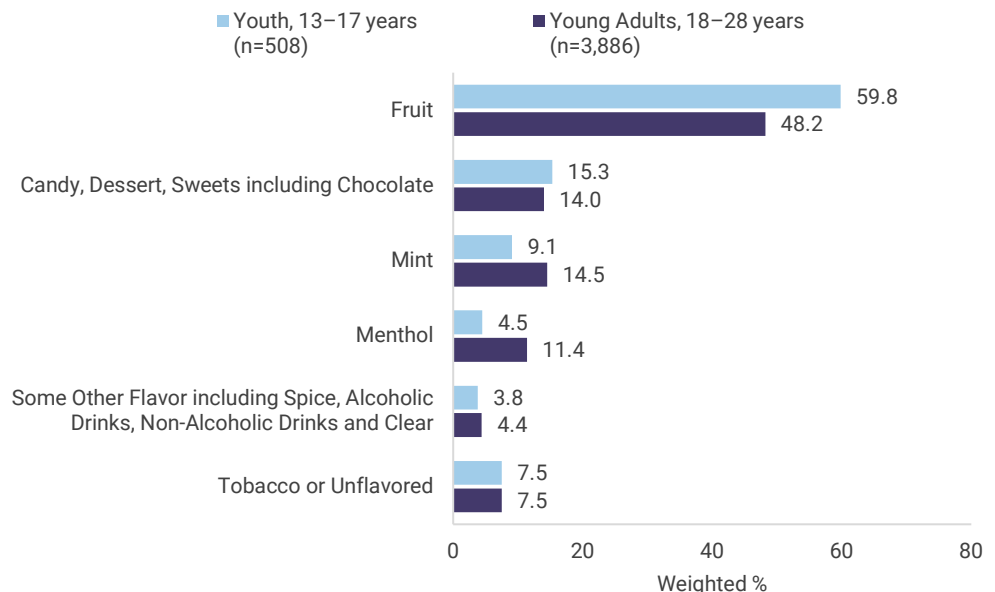
Key Takeaways

- Nearly all (92.5%) youth and young adults who have ever used e-cigarettes started with a non-tobacco flavored product, with fruit being the most commonly reported first flavor used (59.8% of youth and 48.2% of young adults).
- Fruit, candy, desserts and other sweets (including chocolate) and mint are the most common e-cigarette flavors ever used among youth and young adults.
- Nearly all (94.6%) youth and young adults who report current e-cigarette use indicate they have used non-tobacco flavored e-cigarettes in the past 30 days (96.3% of youth and 94.2% of young adults).

Fruit, Candy and Mint Are the Top E-Cigarette Flavors First Tried by Youth and Young Adults

Nearly all youth (92.5%) and young adults (92.5%) who have tried vaping started with a fruit, candy, mint, menthol or other non-tobacco flavor

First E-Cigarette Flavor Used Among Youth and Young Adults Who Report Ever Using E-Cigarettes, by Age

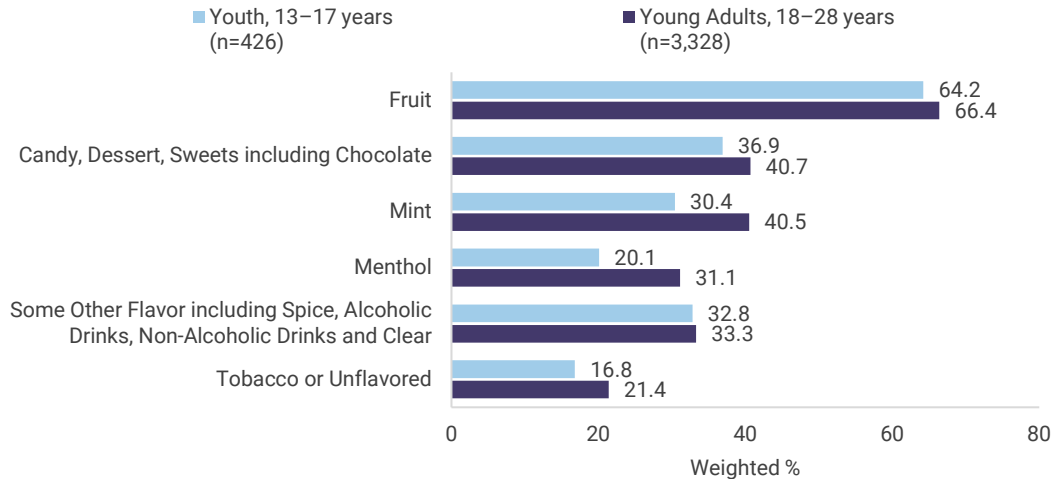


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E-Cigarette Flavors

Among Youth and Young Adults, Fruit, Candy and Mint Are the Most-Common E-Cigarette Flavors Ever Used

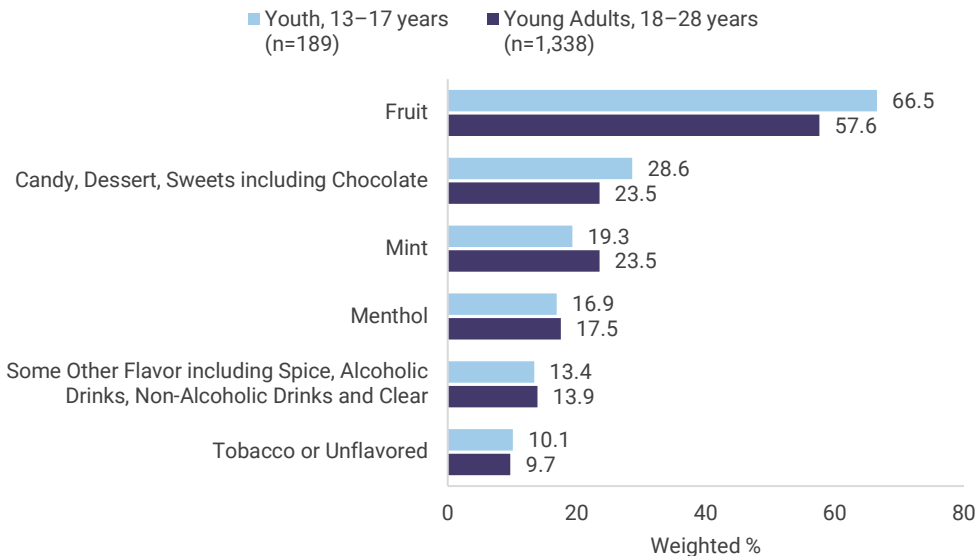
E-Cigarette Flavors Ever Used Among Youth and Young Adults Who Report Ever Using E-Cigarettes, by Age
(select all that apply)



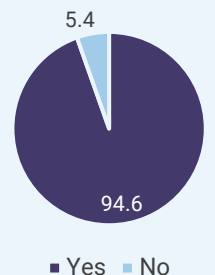
95.9% of youth and 95.7% of young adults who have ever used an e-cigarette have used a non-tobacco flavored e-cigarette.

Nearly All Youth and Young Adults Who Currently Vape Use Non-Tobacco Flavors

E-Cigarette Flavors Used in Past 30 Days Among Youth and Young Adults Who Report Currently Using E-Cigarettes, by Age
(select all that apply)



Use of Non-Tobacco Flavored E-Cigarettes in Past 30 Days Among Youth and Young Adults Who Currently Use E-Cigarettes



Nearly all (94.6%) youth and young adults who use e-cigarettes used at least one non-tobacco flavor in the past 30 days, including 96.3% of youth and 94.2% of young adults.

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. King, B. A. (2020). Flavors Are a Major Driver of the Youth E-Cigarette Epidemic. *American Journal of Public Health*, 110(6), 773–774. <https://doi.org/10.2105/AJPH.2020.305670>
2. U.S. Food and Drug Administration. Searchable Tobacco Products Database. <https://www.accessdata.fda.gov/scripts/searchtobacco>
3. CDC Foundation. (2026). Monitoring Tobacco Product Use Among Youth and Young Adults in the U.S. National E-Cigarette Sales Brief, Issue 32.

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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.