

Background

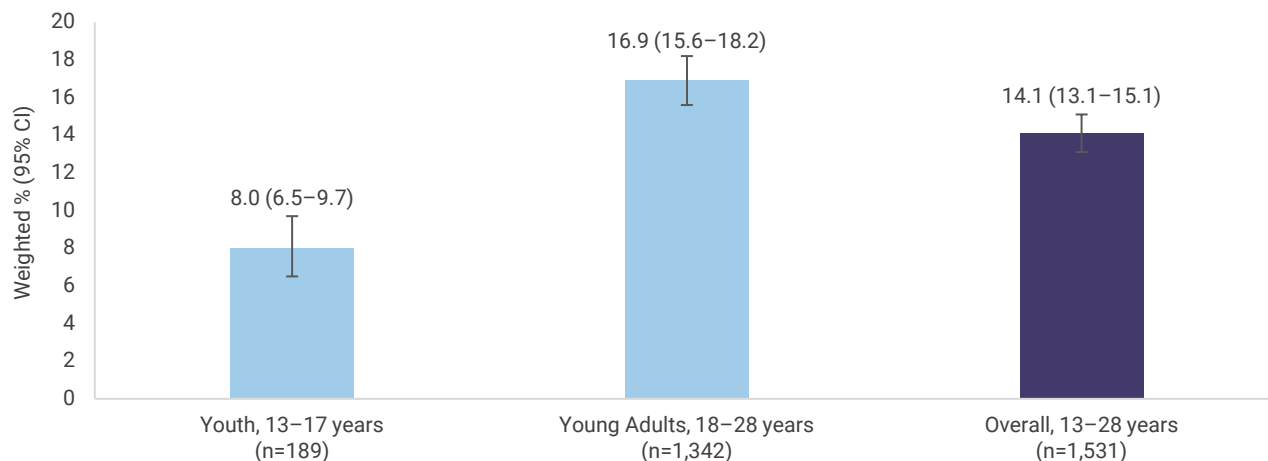
- E-cigarettes, also known as vapes or electronic nicotine delivery systems (ENDS), are battery-operated devices that heat a liquid and produce an aerosol.¹ There are many different types of e-cigarettes on the market.
- As of May 11th, 2026, the Food and Drug Administration has authorized 45 e-cigarette products for sale in the United States.² These are the only e-cigarette products that may be lawfully sold, however, thousands of e-cigarette products without authorization continue to be sold in the United States.
- This data brief provides information about the use of e-cigarettes that contain nicotine. Data were collected from a nationally-representative sample of 9,674 respondents in the United States as part of an on-going cohort survey, including 1,984 youth (13–17 years) and 7,690 young adults (18–28 years), fielded August–December 2025.

Key Takeaways

- 8.0% of youth (13–17 years) and 16.9% of young adults (18–28 years) report current e-cigarette use, defined as using at least once in the past 30 days.
- Among those who report currently using e-cigarettes, 18.2% of youth and 38.1% of young adults reported daily use.
- Geek Bar and JUUL are two of the most-commonly used e-cigarette brands among youth and young adults. Geek Bar was used by 49.3% of youth and 33.6% of young adults who reported current e-cigarette use; JUUL was used by 18.8% of youth and 19.8% of young adults who reported current e-cigarette use.
- Nearly all youth (96.3%) and young adults (94.2%) who report current e-cigarette use report that they use non-tobacco flavors; fruit is the most commonly used flavor category for youth and young adults.
- 42.9% of youth and 52.2% of young adults who report current e-cigarette use report that they use at least one additional tobacco or nicotine product.
- Despite the federal prohibition on selling tobacco products to individuals under age 21, youth and young adults under the age of 21 who currently vape and bought e-cigarettes in the past month report purchasing e-cigarettes at vape shops.

Nearly 1-in-12 Youth and 1-in-6 Young Adults Report Current E-Cigarette Use

Current E-Cigarette Use
Among Youth and Young Adults, by Age
TEEN+, August–December 2025

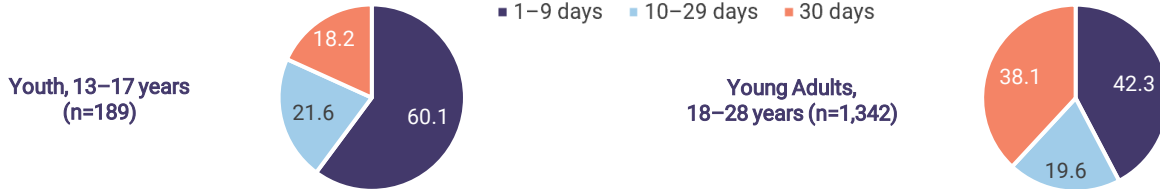


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TEEN+ Study

Nearly 4-in-10 Young Adults 21+ Who Vape Do So Daily

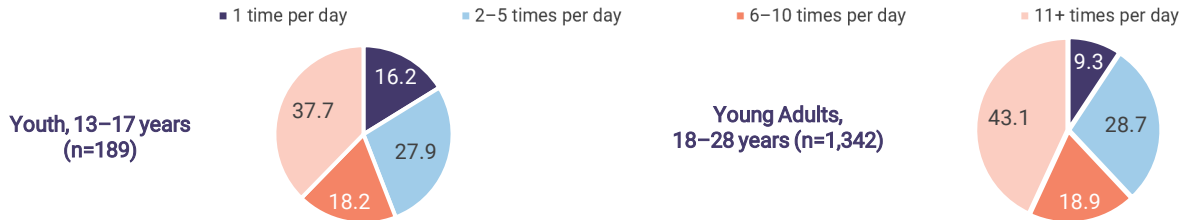
Past 30-Day Frequency of E-Cigarette Use Among Youth and Young Adults Who Report Currently Using E-Cigarettes, by Age



Among youth and young adults who reported current use of e-cigarettes, nearly one-in-five (18.2%) youth and nearly four-in-ten (38.1%) young adults reported daily use.

Over One-Half of Youth and Young Adults Who Currently Vape Pick Up Their Device To Vape More Than 5 Times Per Day

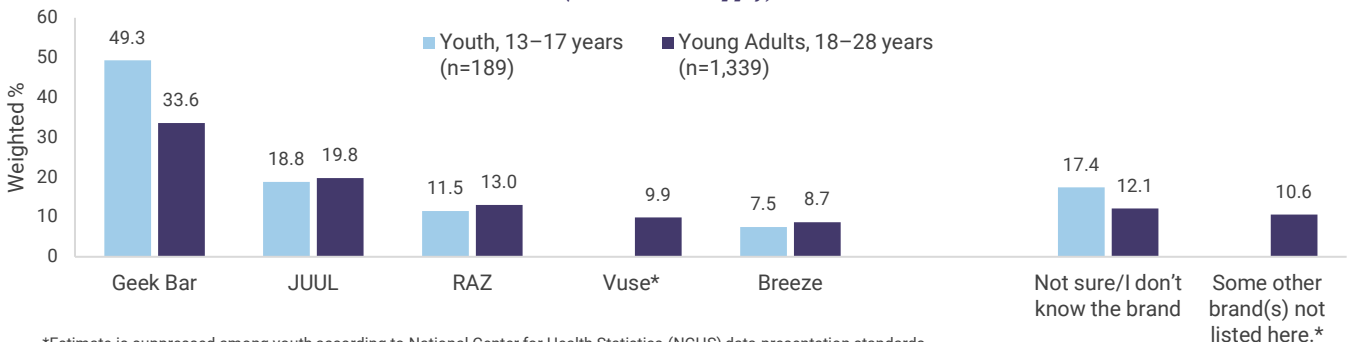
Past 30-Day E-Cigarette Use Intensity Among Youth and Young Adults Who Report Currently Using E-Cigarettes on Days They Use E-Cigarettes, by Age



When asked "During the past 30 days, on the days you used e-cigarettes, how many times did you usually pick up your e-cigarette device to vape?" about two-in-five youth (37.7%) and young adults (43.1%) who vape reported picking up their e-cigarette more than 10 times per day. Picking up an e-cigarette to use generally includes taking multiple puffs. Studies^{3,4} often define one "time" using an e-cigarette as approximately 15 puffs or 10 minutes of use, although individual behavior including puff number and intensity can vary greatly.⁵

Youth and Young Adults Who Vape Commonly Report Use of Geek Bar and JUUL

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

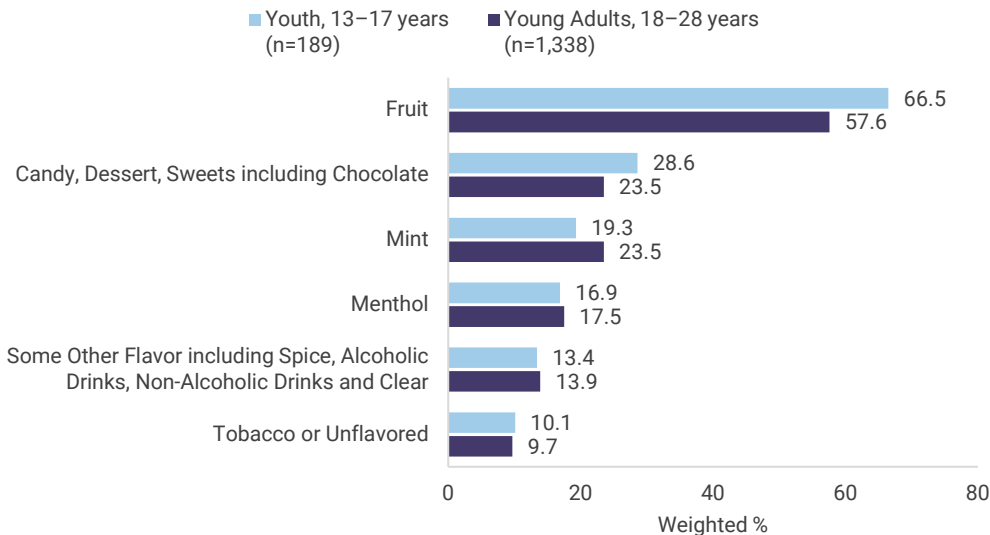


*Estimate is suppressed among youth according to National Center for Health Statistics (NCHS) data presentation standards.

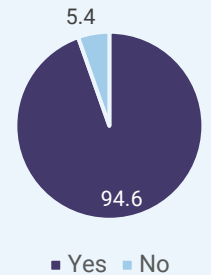
Note: While only the top five responses are displayed on the figure, a total of 28 brands appeared in the survey related to past 30-day e-cigarette brand use, and hundreds more brands exist on the market. Vuse and some other brand estimates for youth were suppressed according to National Center for Health Statistics (NCHS) data presentation standards

Nearly All Youth and Young Adults Who Vape Use Non-Tobacco Flavors, Like Fruit, Candy, Mint, and Menthol

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)



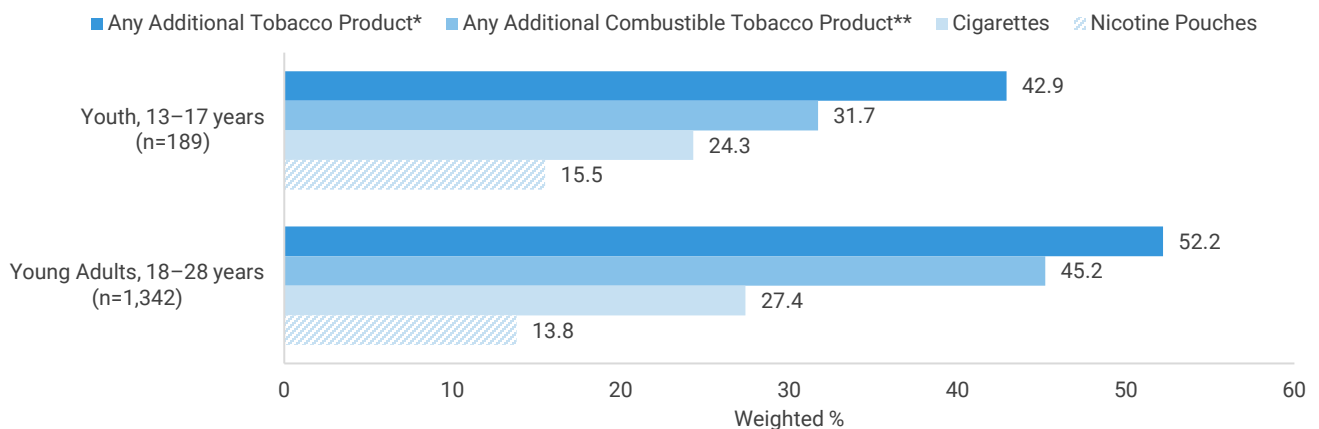
Use of Non-Tobacco Flavored E-Cigarettes in Past 30 Days Among Youth and Young Adults Who Report Currently Using E-Cigarettes



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.

Nearly One-Third of Youth and One-Half of Young Adults Who Vape Also Use Combustible Tobacco Products

Current Tobacco Product Use Among Youth and Young Adults Who Report Currently Using E-Cigarettes, by Age
(select all that apply)



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

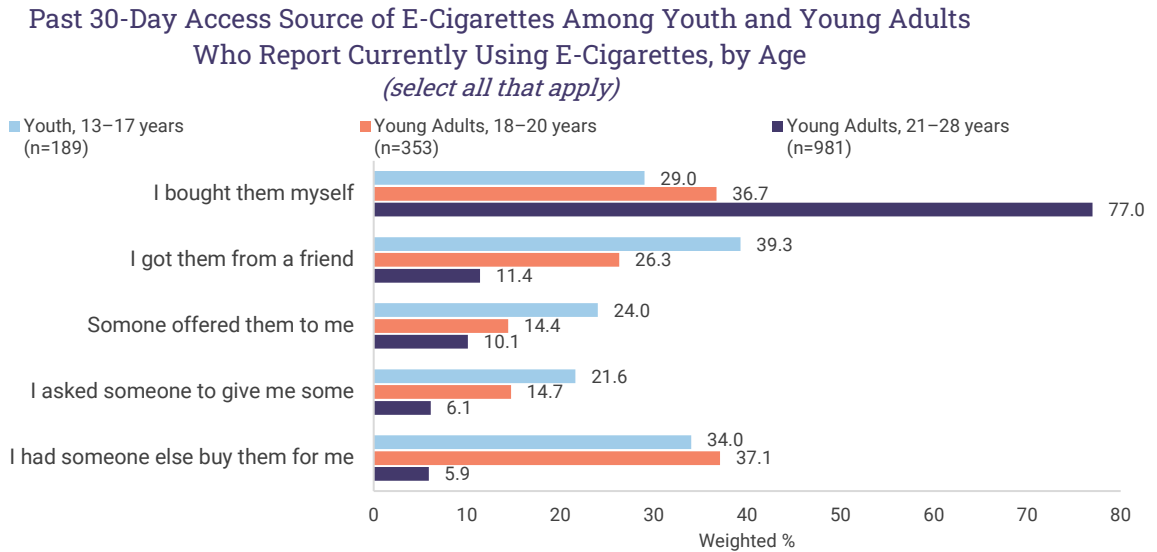
**Defined as current use of one or more combustible products, including cigarettes, cigars, cigarillos, little cigars, hookah or waterpipe.

Over two-in-five (42.9%) youth and one-in-two (52.2%) young adults who currently used e-cigarettes reported current use of at least one other tobacco product. Of those who currently used e-cigarettes, nearly one-third (31.7%) of youth and almost one-half (45.2%) of young adults reported current use of one or more combustible tobacco products.

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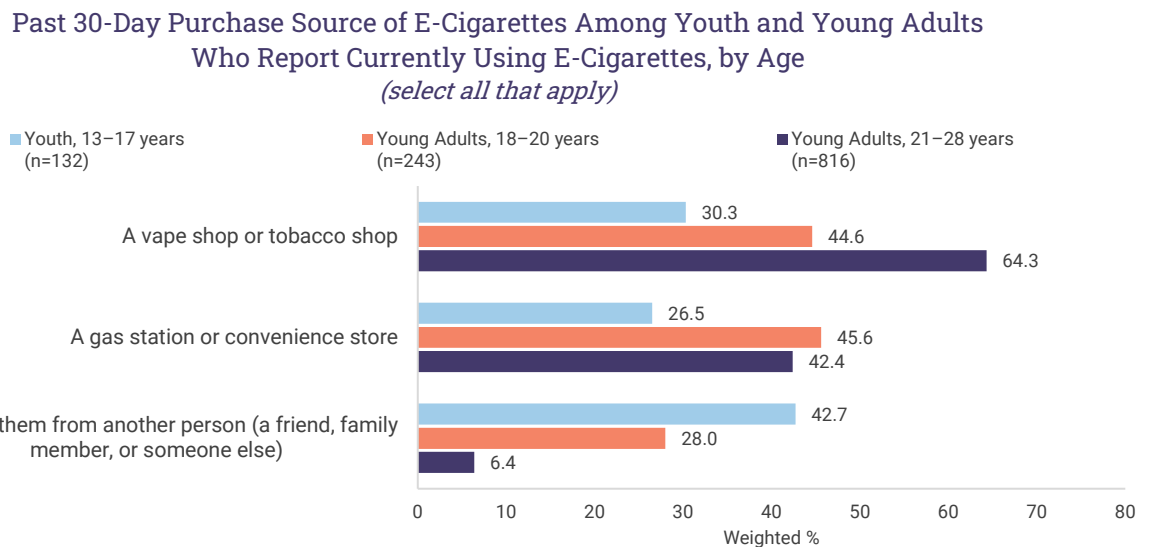
TEEN+ Study

More Than One-Quarter of Youth and One-Third of Young Adults Under the Age of 21 Who Currently Vape Report Buying Their Own E-Cigarettes



Despite the federal prohibition on selling to individuals under age 21, over one-fourth (29.0%) of youth 13–17 years and one-third (36.7%) of young adults 18–20 years report buying their own e-cigarettes. About one-third of youth 13–17 years (34.0%) and young adults 18–20 years (37.1%) report having someone else buy e-cigarettes for them. Most young adults 21–28 years purchase their own e-cigarettes (77.0%) and one-in-ten (10.1%) report someone offering them an e-cigarette.

Youth and Young Adults Under the Age of 21 Who Currently Vape and Bought E-Cigarettes in the Past Month Report Purchasing E-Cigarettes at Vape Shops Despite Age Requirement



Despite age verification requirements, nearly one-third (30.3%) of youth 13–17 years and half (44.6%) of young adults 18–20 years who currently used e-cigarettes reported buying them from a vape or tobacco shop. One-fourth (26.5%) of youth 13–17 years and nearly half (45.6%) of young adults 18–20 years also report purchasing at a gas station or convenience store.

Note: Youth and young adults who indicated “I did not buy e-cigarettes during the past 30 days” were excluded from the denominator in the above figure.

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. Centers for Disease Control and Prevention. About E-Cigarettes. <https://www.cdc.gov/tobacco/e-cigarettes/about.html>.
2. U.S. Food and Drug Administration. Searchable Tobacco Products Database. <https://www.accessdata.fda.gov/scripts/searchtobacco>.
3. Yingst, J., Foulds, J., Veldheer, S., Cobb, C. O., Yen, M.-S., Hrabovsky, S., Allen, S. I., Bullen, C., & Eissenberg, T. (2020). Measurement of Electronic Cigarette Frequency of Use Among Smokers Participating in a Randomized Controlled Trial. *Nicotine & Tobacco Research: Official Journal of the Society for Research on Nicotine and Tobacco*, 22(5), 699–704. <https://doi.org/10.1093/ntr/nty233>.
4. Foulds, J., Veldheer, S., Yingst, J., Hrabovsky, S., Wilson, S. J., Nichols, T. T., & Eissenberg, T. (2015). Development of a Questionnaire for Assessing Dependence on Electronic Cigarettes Among a Large Sample of Ex-Smoking E-cigarette Users. *Nicotine & Tobacco Research*, 17(2), 186–192. <https://doi.org/10.1093/ntr/ntu204>.
5. Soule, E., Bansal-Travers, M., Grana, R., McIntosh, S., Price, S., Unger, J. B., & Walton, K. (2023). Electronic cigarette use intensity measurement challenges and regulatory implications. *Tobacco Control*, 32(1), 124–129. <https://doi.org/10.1136/tobaccocontrol-2021-056483>.

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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.