

Data Brief | Issue 4, Nicotine Pouches

TEEN+ Study

Background

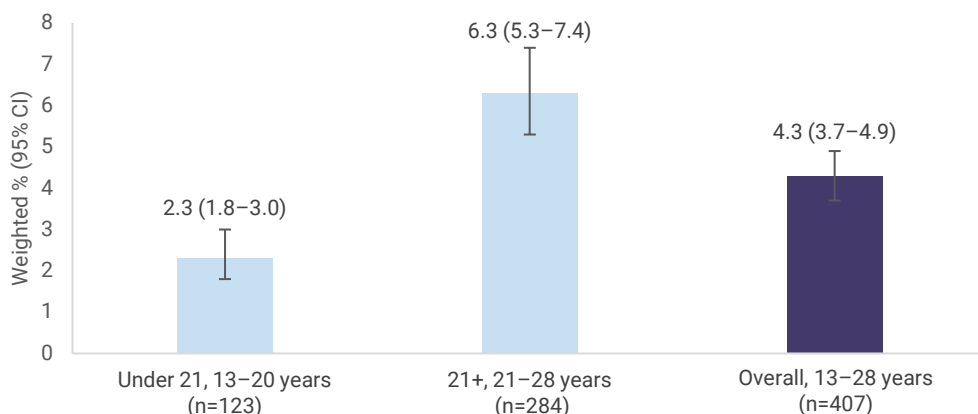
- Nicotine pouches contain a powder made of nicotine, flavorings and other ingredients. The powder dissolves in the mouth, and nicotine is absorbed through the gums and lining of the mouth.
- Tobacco companies market nicotine pouches where youth and young adults spend time, including on social media,^{1,2} at music^{2,3} and sporting^{2,4} events and in stores.⁵
- As of March 2026, the Food and Drug Administration has authorized the sale of 26 nicotine pouch products, specifically certain Zyn and On! PLUS products.⁶ These are the only nicotine pouch products that may be lawfully sold, however, hundreds of nicotine pouch products without authorization continue to be sold in the United States.
- Nicotine is an addictive chemical that is especially dangerous for youth, young adults and pregnant people. No tobacco product is safe, including nicotine pouches.⁷
- This data brief highlights findings from a nationally-representative sample of 9,674 respondents, including 4,499 youth and young adults (13–20 years) and 5,175 young adults (21–28 years), fielded August–December 2025.

Key Takeaways

- Current nicotine pouch use, defined as using at least once in the past 30 days, is increasing rapidly among youth and young adults—quadrupling between TEEN+ Wave 1 (July–October 2022) and Wave 7 (August–December 2025).
- Among those who report current use of nicotine pouches, about 24.8% of youth and young adults under 21 and 54.5% of those 21 or older report using three or more pouches on the days they use pouches.
- Youth and young adults who report current use of nicotine pouches commonly use mint or wintergreen flavors.
- Zyn is the nicotine pouch brand most-used by youth and young adults who use nicotine pouches, followed by Velo.
- Young people report using nicotine pouches in a range of nicotine strengths; some are “double-stacking” pouches.
- The majority of youth and young adults who report current use of nicotine pouches report current use of at least one other tobacco product (73.9% of those under 21, 66.6% of those 21 or older); many who report current use of nicotine pouches also report current use of e-cigarettes (59.9% of those under 21, 41.3% of those 21 or older).
- Youth and young adults report that they use nicotine pouches at work, bars and school.

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

Current (Past 30-Day) Nicotine Pouch Use
Among Youth and Young Adults, by Age
TEEN+, August–December 2025



4x

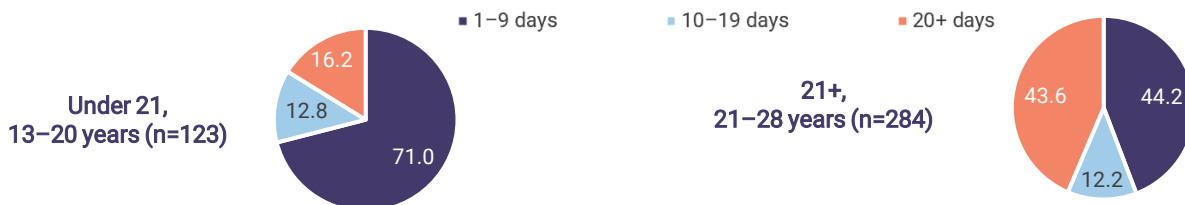
Current use of nicotine pouches among youth and young adults increased nearly **four-fold** between TEEN+ Wave 1 (July–October 2022) and Wave 7 (August–December 2025).

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Frequency of Nicotine Pouch Use Appears to Increase With Age

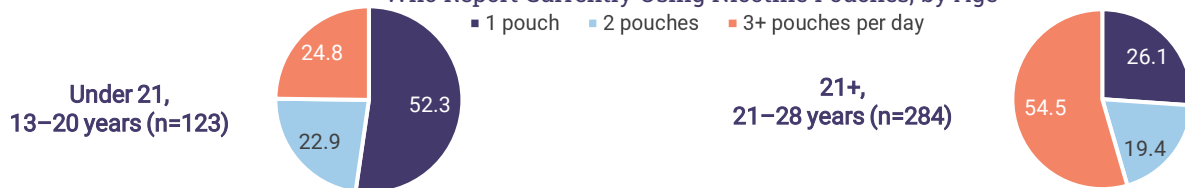
Past 30-Day Frequency of Nicotine Pouch Use Among Youth and Young Adults Who Report Currently Using Pouches, by Age



Among youth and young adults who reported current use of nicotine pouches, 16.2% of youth and young adults under 21 and 43.6% of young adults 21 or older reported frequent use, defined by use on 20 or more days in the past 30 days.

A Substantial Proportion of Youth and Young Adults Who Use Nicotine Pouches Use Three or More Pouches Per Day on Days They Use Pouches

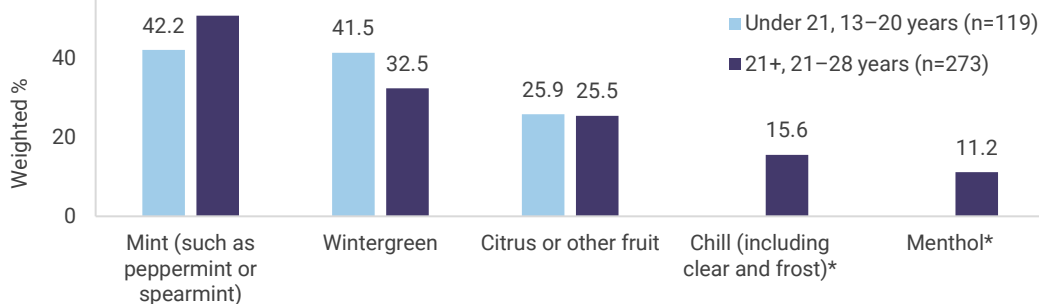
Past 30-Day Intensity (Pouches Used per Day) Among Youth and Young Adults Who Report Currently Using Nicotine Pouches, by Age



Among youth and young adults who reported current use of nicotine pouches, about one-fourth (24.8%) of youth and young adults under 21 and over one-half (54.5%) of young adults 21 or older reported using three or more pouches a day on days they use pouches.

Youth and Young Adults Who Use Nicotine Pouches Commonly Use Mint Flavors

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



*Estimate is suppressed among youth and young adults under 21 according to National Center for Health Statistics (NCHS) data presentation standards.

Youth and young adults under 21 who used nicotine pouches commonly reported use of mint (42.2%) and wintergreen (41.5%) in the past 30 days, as did young adults 21 or older (50.9% and 32.5%, respectively).

Note: A total of 11 flavors, including unflavored (such as smooth or original) and tobacco (including regular) were included as options in the survey related to past 30-day nicotine pouch use. Chill and menthol estimates for those under 21 were suppressed according to National Center for Health Statistics (NCHS) data presentation standards.

95%

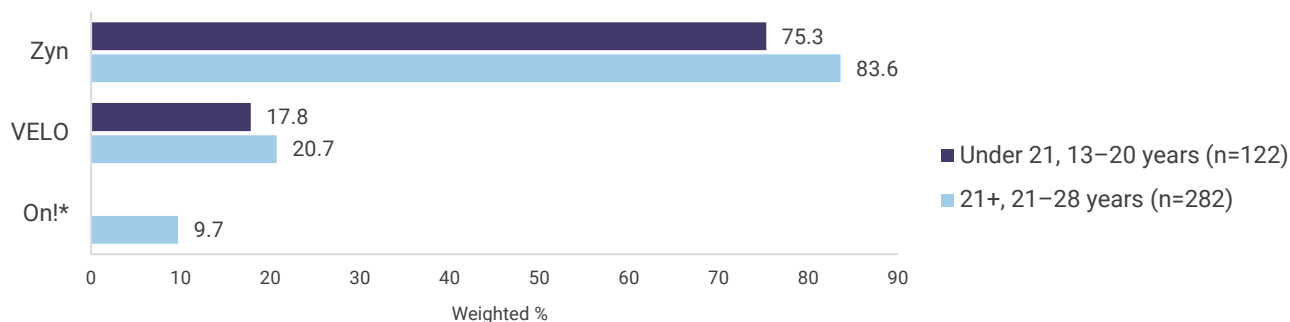
Nearly all (95.4%) youth and young adults who use nicotine pouches used at least one **non-tobacco flavor** in the past 30 days, including **94.3% of youth and young adults under 21** and **95.9% of young adults 21 or older**.

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

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



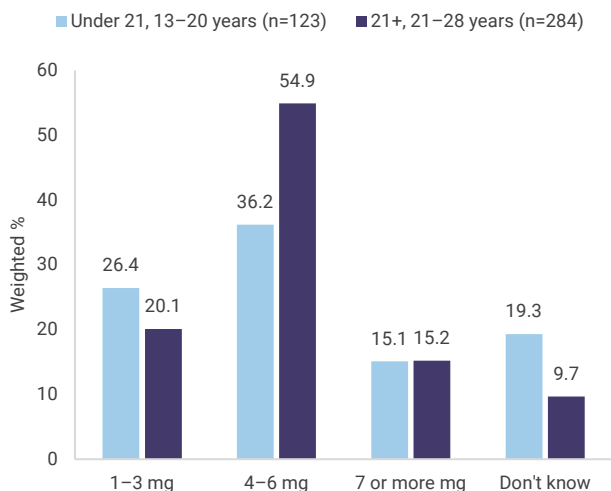
*Estimate is suppressed among youth and young adults under 21 according to National Center for Health Statistics (NCHS) data presentation standards.

Among youth and young adults under 21 and 21 or older who reported current use of nicotine pouches, the majority reported past 30-day use of Zyn (75.3% and 83.6%, respectively).

Note: The top three most commonly reported brands used are presented out of a pre-populated list of 14 nicotine pouch brands although many more brands exist on the market. On! estimate for those under 21 was suppressed according to National Center for Health Statistics (NCHS) data presentation standards.

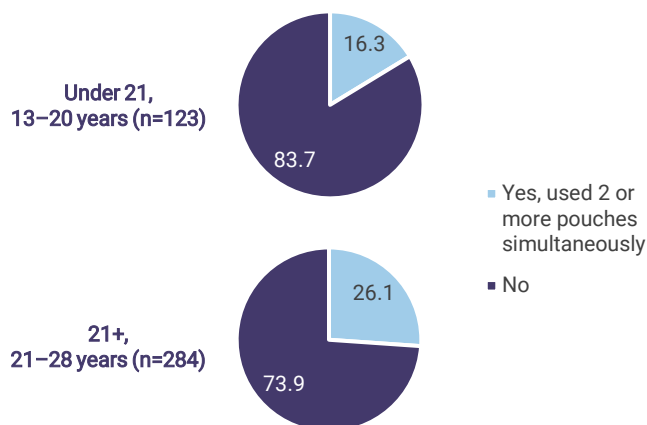
Young People Report Using Nicotine Pouches in a Range of Strengths; Some Are “Double-Stacking” Pouches

Last Nicotine Pouch Strength Used
Among Youth and Young Adults Who Report Currently Using Pouches, by Age



Over one-third (36.2%) of youth and young adults under 21 and over half (54.9%) of young adults 21 or older who use nicotine pouches report a strength of 4–6 mg during their last use. Among both youth and young adults under 21 and 21 or older, more than one-in-seven report using pouches with 7 or more mg of nicotine per pouch (15.1% and 15.2%, respectively).

Past 30-Day Simultaneous Use of Multiple Pouches
Among Youth and Young Adults Who Report Currently Using Nicotine Pouches, by Age



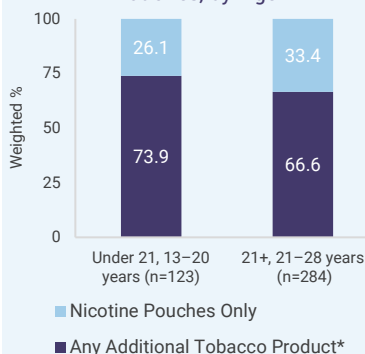
Youth and young adults who currently used nicotine pouches were asked, “In the past 30 days, on the days you used pouches, did you use more than one pouch simultaneously?” Using two or more pouches at the same time has been referred to as “double-stacking.” One-in-six (16.3%) youth and young adults under 21 and one-in-four (26.1%) young adults 21 or older who use pouches reported use of 2 or more pouches at the same time.

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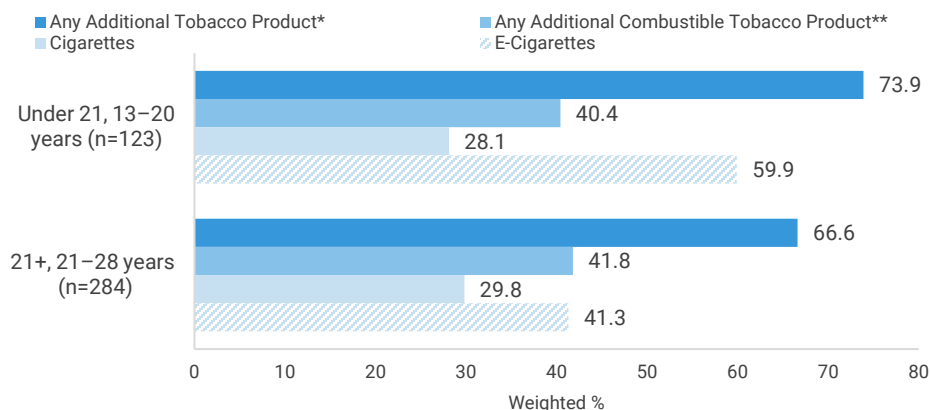
Most Youth and Young Adults Who Use Nicotine Pouches Also Use Another Tobacco Product

Past 30-Day Exclusive Nicotine Pouch Use Among Youth and Young Adults Who Report Currently Using Pouches, by Age



Among youth and young adults who currently use nicotine pouches, over one-in-four (26.1%) youth and young adults under 21 and one-in-three (33.4%) young adults 21 or older did not use any other tobacco products in the past 30 days.

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



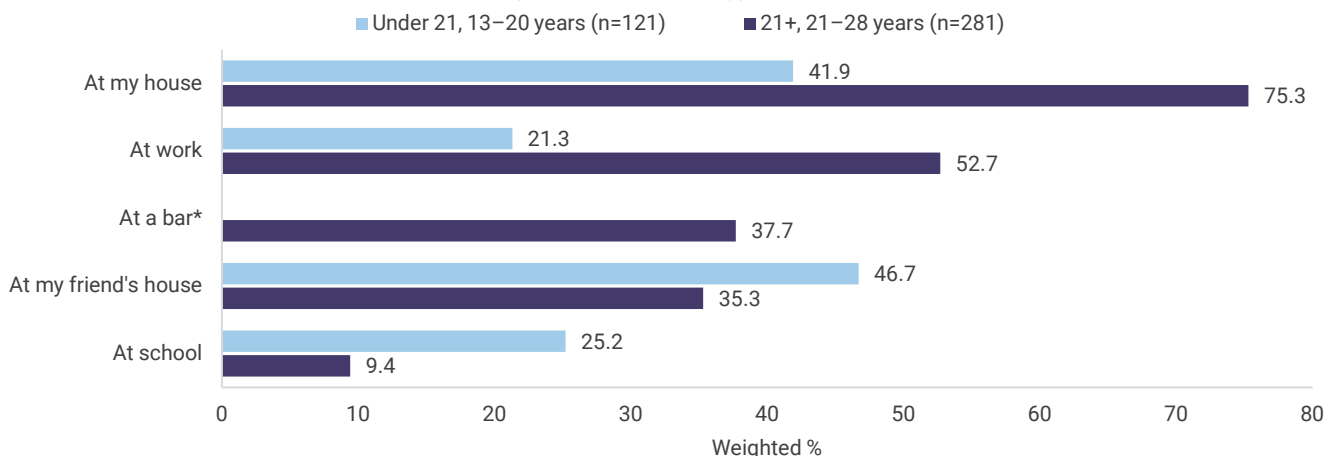
*Defined as current use of one or more other tobacco products, including e-cigarettes, combustible cigarettes, cigars, cigarillos, little cigars, hookah or waterpipe, smokeless tobacco or snus, heated tobacco, or other oral nicotine products

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

Among youth and young adults under 21 who report current use of nicotine pouches, almost three-quarters (73.9%) report current use of at least one other tobacco product and three-in-five (59.9%) report current use of e-cigarettes. Among young adults 21 or older who report current use of pouches, two-thirds (66.6%) report use of at least one other tobacco product and two-in-five (41.3%) report current use of e-cigarettes.

Youth and Young Adults Who Use Nicotine Pouches Report Use at Work, Bars and School

Location of Nicotine Pouch Use in Past 30 Days Among Youth and Young Adults Who Report Currently Using Pouches, by Age
(select all that apply)



*Estimate is suppressed among youth and young adults under 21 according to National Center for Health Statistics (NCHS) data presentation standards.

Among youth and young adults under 21 who report current use of nicotine pouches, about one-fourth (25.2%) report use at school. Among young adults 21 or older who report current use of pouches, half (52.7%) report use at work and over one-third (37.7%) report use at a bar.

Note: "At a bar" estimate for those under 21 was suppressed according to National Center for Health Statistics (NCHS) data presentation standards.

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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:

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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.