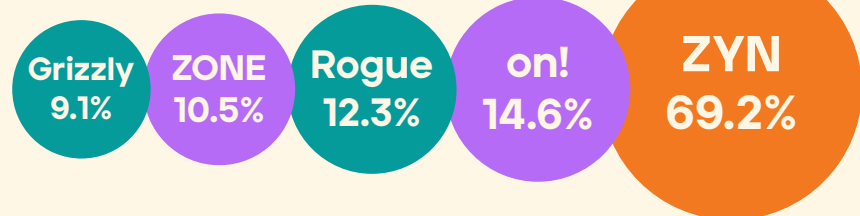


Oral Nicotine Pouches

Oral nicotine pouches are an expanding category of nicotine products. They are small white pouches filled with nicotine powder and flavors that are placed between the upper lip and gum. Nicotine strength varies by brand, ranging from 2mg to 50mg.

The most common brands of nicotine pouches used by middle and high school students are:



1.7% of middle and high school students reported current use of oral nicotine pouches in 2025. Of these:

26.3%

used pouches frequently
(20 out of 30 days)

17.6%

used pouches
daily

90.8%

used flavored
pouches

Flavor options, discreet use, and peer influence are common reasons for young people to use nicotine pouches. Oral nicotine pouches are most often used by those who use at least **one other tobacco product**.



Ads for nicotine pouches often highlight themes that may appeal to young people, like **flavors, freedom, and convenience**.



Social media downplays health risks. On TikTok, **"Zynfluencers"** act as **unpaid spokespeople**, contributing to rising sales. At the same time, the **Zyn rewards program** incentivizes use.

The long-term health effects of oral nicotine products are not yet known.