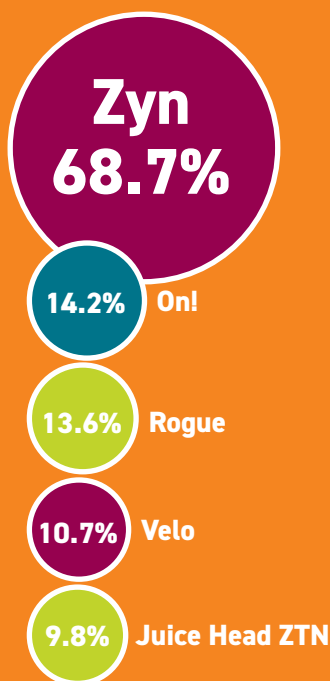


# WHAT ARE ORAL NICOTINE POUCHES?

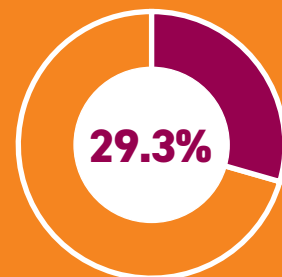
Oral nicotine pouches, such as market leader Zyn, are a **new and rapidly expanding category of nicotine products**. They are small white pouches filled with nicotine powder and flavors that are placed discreetly between the top lip and gum.



Among middle and high school students currently using nicotine pouches, the most commonly reported brands are:



In 2024, 1.8% of middle and high school students reported current use of oral nicotine products. **Among students who currently used nicotine pouches, 29.3% reported frequent use** (at least 20 out of the past 30 days) and 22.4% reported daily use.



Source: [National Youth Tobacco Survey \(2024\)](#)



Among young people currently using nicotine pouches, **85.6% used a flavored product.**

# 85.6%



Nicotine concentrations vary across brands, ranging from 2 milligrams to over 15 milligrams.



**Advertisements** for oral nicotine pouches often **highlight themes** that may appeal to **young people**. Zyn gained popularity on social media via **“Zynfluencers,”** and is also enticing users with a **rewards program**.



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