

Nicotine Pouch Use in Indiana



Tobacco Prevention
and Cessation

October 2025

What are Nicotine Pouches?

Nicotine pouches are small, disposable oral products filled with powder containing nicotine, flavors, and other ingredients. They are a form of smokeless nicotine product and are rapidly gaining popularity among youth and adults.^{1,2,3} They are placed between the lip and gum and are marketed as a discreet alternative to smoking or vaping, but they still carry risks of addiction and health harms.⁴ Nicotine pouches can contain high levels of nicotine, with concentrations ranging from 1.5 milligrams to more than 12 milligrams per pouch across different products.¹ For comparison, a traditional cigarette contains an average of 13.5 milligrams of nicotine.¹¹ A single container typically contains 15-20 pouches, and costs as little as \$4.50 in Indiana.⁵

Nicotine Pouches Use Among Youth

More needs to be done to protect youth and prevent tobacco companies from marketing their dangerous products to kids. Commercial tobacco companies know that getting youth to try tobacco and nicotine products can lead to long-term addiction and they use a variety of tactics to target youth.

- Among **Indiana high school students**, **1.5%** reported **currently using** nicotine pouches and **1 in 20** or **5%** reported **ever using** nicotine pouches in 2024. These rates have more than doubled since 2022.²
- Nicotine pouches were also the **first tobacco product tried** by **5% of Indiana high school youth** who have ever used tobacco

Tactics to Attract Youth:



- Nicotine pouch marketing often uses tactics that appeal to young people. For example, market leader Zyn gained popularity on social media through “Zynfluencers.” Nearly **3 in 4** or 68.7% of U.S. **middle and high school students** who use nicotine pouches report using Zyn brand.^{6,7}



- In 2024, nearly **1 in 5** or 19% of Indiana retailers* had outdoor advertising for nicotine pouches⁵



- Companies manufacture and sell nicotine pouches in a variety of flavors that appeal to young people. In Indiana, **98%** of retailers* selling nicotine pouches sold them in flavored varieties, and **more than half (55%)** of high school students who used nicotine pouches used flavored varieties.^{2,5}



- These marketing strategies leave youth vulnerable to future use. In Indiana, **1 in 5 students** who have never used tobacco or nicotine products are **susceptible to trying nicotine pouches** in the future.²



- Nicotine pouches are marketed as being discrete. This may increase their youth appeal by making it easier to use nicotine at home or in school where use is monitored or restricted.

Fast Facts

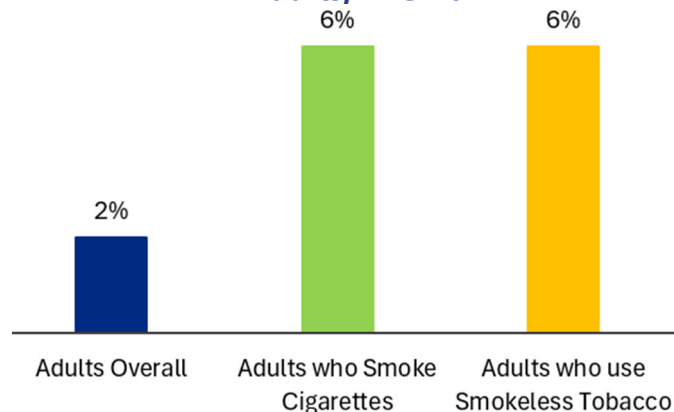
- Nicotine pouches, a form of smokeless nicotine, are gaining popularity
- **About 1 in 20** or 5% of high school students in Indiana have tried a nicotine pouch
- Among adults, those already using tobacco are more likely to use nicotine pouches
- While nicotine pouches may be advertised as a safe alternative to other tobacco/nicotine products or tools to help quit smoking, they are **not an FDA-approved quit aid**

*Among retailers surveyed across 43 counties in Indiana

Nicotine Pouch Use Among Adults

- Current nicotine pouch use among **adults in Indiana** was more than **four times greater** (2%) than the national average in 2022 (0.4%), and remained at 2% in 2024⁸
- Nicotine pouch use is more common among adults who use other forms of tobacco, with **6% of Indiana adults** who smoke cigarettes and **6% of Indiana adults** who use smokeless tobacco also reporting **current use of nicotine pouches** in 2024⁸

Current Nicotine Pouch Use Among Indiana Adults, ATS 2024



Nicotine pouch use is more prevalent among **younger adults**.^{3,4} In Indiana, **8.8%* of young adults aged 18-24** reported **currently using nicotine pouches** in 2024.⁸

Similar to youth, young adults are targeted by tobacco industry marketing including the appeal of flavors, celebrity endorsements, and sports/music sponsorships. Additionally, nicotine pouches may be promoted as safe alternatives to cigarettes. However, **nicotine pouches are not FDA-approved quit aids**. Because nicotine pouches do not contain tobacco leaf and may contain nicotine made in a laboratory instead of derived from tobacco plants, they are often marketed as being "smokeless" or "tobacco-free," potentially adding to their appeal.

Public Health Implications of Nicotine Pouches

Evidence suggests that nicotine pouch use may potentially have harmful impacts on health.



- Nicotine is highly addictive. Because youth are more sensitive to nicotine, signs of nicotine addiction can develop very quickly, even among youth who don't use nicotine regularly^{4,9,10}



- Nicotine can interfere with brain development, disrupting parts of the brain responsible for regulating attention, learning, mood, impulse control, and reward-seeking behavior. This may increase youth risk for subsequent substance use disorders and other mental health conditions^{9,10}



- Nicotine is particularly dangerous for pregnant women, as it is toxic to developing fetuses and can increase risk for a wide range of health issues both in-utero and well into adolescence^{4,10}

While more research is needed in order to understand the health effects associated with using nicotine pouches, **no commercial tobacco or nicotine products are safe**.⁴ Nicotine pouches contain high concentrations of nicotine, a toxic and highly addictive chemical.

Resources for Tobacco and Nicotine Addiction

There are many free resources available to those who want to end their dependence on tobacco and nicotine addiction. **Quit Now Indiana** (1-800-QUIT-NOW; QuitNowIndiana.com) offers a variety of free quit tools to Hoosiers 13 and older. Lastly, **EX Program** a Truth Initiative texting service (text EXPROGRAM to 88709), is designed for young people who want to quit tobacco and nicotine products.

*Estimate unstable. Interpret with caution.

References:

1. Truth Initiative fact sheet on nicotine pouches, accessed 09/11/2025: <https://truthinitiative.org/research-resources/emerging-tobacco-products/oral-nicotine-pouches>
2. Indiana Youth Tobacco Survey, 2012-2024.
3. Dai HD, Leventhal AM. Prevalence of nicotine pouch use among US adults. *JAMA*. 2024; 332(9): 755–757.
4. Centers for Disease Control and Prevention. Nicotine Pouches. Available at: <https://www.cdc.gov/tobacco/nicotine-pouches/index.html>
5. Data based on 3,183 retail assessments conducted in 43 Indiana counties and are not representative of Indiana statewide. Data were collected in February-April 2024.
6. National Youth Tobacco Survey, 2022-2024.
7. Park-Lee E, Jamal A, Cowan H, Sawdey MD, Cooper MR, Birdsey J, West A, Cullen KA. Notes from the field: E-cigarette and nicotine pouch use among middle and high school students — United States, 2024. *MMWR*. 2024; 73(35): 774–778.
8. Indiana Adult Tobacco Survey, 2022-2024.
9. U.S. Department of Health and Human Services. *The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General*. Centers for Disease Control and Prevention, U.S. Dept of Health and Human Services; 2014.
10. U.S. Department of Health and Human Services. *E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General*. Centers for Disease Control and Prevention, U.S. Dept of Health and Human Services; 2016.
11. Prochaska, JJ, Benowitz NL. Current advances in research in treatment and recovery: Nicotine addiction. *Science Advances*. 2019;5(10):eaay9763. Published 2019 Oct 16.