

# IYTS Special Topic Report: Nicotine Pouch Use



Tobacco Prevention  
and Cessation

August 2025

In 2024, the Indiana Youth Tobacco Survey (IYTS) was administered to middle and high school students<sup>1</sup> across Indiana. The IYTS covers many tobacco-related topics, including the use of emerging products such as nicotine pouches. Nicotine pouches are small, oral products filled with nicotine powder and flavors. 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.

Nicotine pouches are a relatively new form of smokeless nicotine product that are gaining popularity among youth.<sup>1</sup> Data from 2024 IYTS reveals that less than 1% of middle school students and 5% of high school students reported ever trying or ever using nicotine pouch. While nicotine pouch use is low among middle school students, the percentage of high school students who tried them has more than doubled since 2022.

~1% of middle school students have  
ever tried Nicotine Pouches

5% of high school students have  
ever tried Nicotine Pouches

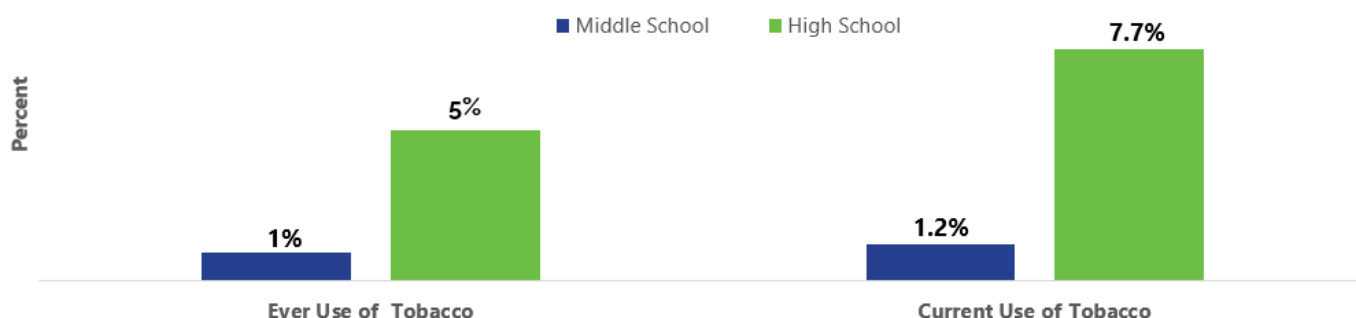
## Nicotine Pouches as First Tobacco Product Tried

In 2024, both middle and high school students reported that nicotine pouches were the first tobacco product they ever used. Among middle schoolers who have ever used tobacco, about 1% said they started with nicotine pouches. Among high school students, that number was higher, with 5% reporting nicotine pouches as their first tobacco product. This pattern was even stronger among youth who currently use tobacco. About 1% of middle schoolers and about 8% of high schoolers who currently use tobacco said they first tried nicotine pouches before any other tobacco product. These findings suggest that nicotine pouches are becoming a first step into tobacco use for a small but growing number of youth.

## Fast Facts

- **1 in 20** high school students and **1 in 100** middle school students have ever tried nicotine pouches
- The rate of **high school students** who **tried nicotine pouches doubled since 2022**
- **Nicotine pouches** were the **first product tried** by **nearly 1% of middle school** and **nearly 8% of high school youth** who used tobacco **in past 30 days**
- **Over half of high school nicotine pouch users** reported using **flavored nicotine pouches** in the **past 30 days**
- **1 in 5 students** who have never used tobacco are **susceptible to trying nicotine pouches** in the future

Nicotine Pouch as the First Tobacco Product Among Youth, 2024

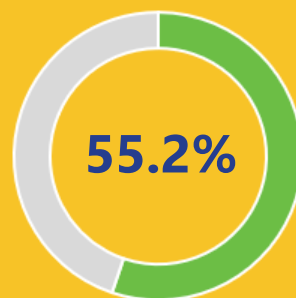


## Flavored Nicotine Pouches

Flavors have long played a key role in attracting young people to tobacco products.<sup>3</sup>

In 2024, 55.2% of high school students who reported using nicotine pouches in the past 30 days indicated that they used flavored products.

### Flavored Nicotine Pouch Use Among High School Users, 2024



## Susceptibility to Nicotine Pouch Use

Susceptibility is a construct that can help to identify future tobacco product experimentation or use among youth who have never used the products. It is an estimate that combines these survey questions:

- Do you think you will try a nicotine pouch soon?
- Do you think you will try a nicotine pouch in the next year?
- If one of your friends offered you a nicotine pouch, would you use it?

In 2024, about 1 in 5 of both middle school and high school students (20%) who have never used any tobacco product are susceptible to trying nicotine pouches in the future. Although lower than susceptibility to cigarettes (~39%) and e-cigarettes (~33%), the rate for nicotine pouches suggests they are gaining traction among youth.

**1 in 5 students are susceptible to nicotine pouch use**

## Sources

1. Indiana Department of Health. (2024). Highlights from the 2024 Indiana Youth Tobacco Survey (IYTS). <https://www.in.gov/health/tpc/files/Highlights-from-the-2024-IYTS.pdf>
2. Indiana Department of Health. (2024). 2024 Indiana Youth Tobacco Survey – High School Data. [https://www.in.gov/health/tpc/files/2024-IYTS-High-School\\_fnl\\_09092024.pdf](https://www.in.gov/health/tpc/files/2024-IYTS-High-School_fnl_09092024.pdf)
3. Centers for Disease Control and Prevention. (2024, July). Scientific Evidence Brief: Flavored Tobacco Products, Including Menthol. <https://www.cdc.gov/tobacco/media/pdfs/2024/07/Scientific-Evidence-Brief-Flavored-Tobacco-Products-Including-Menthol-508.pdf>
4. Centers for Disease Control and Prevention. (2024). E-Cigarette and Nicotine Pouch Use Among Middle and High School Students — United States, 2024. Morbidity and Mortality Weekly Report (MMWR), 73(35). <https://www.cdc.gov/mmwr/volumes/73/wr/pdfs/mm7335a3-H.pdf>

For additional information on the Indiana Youth Tobacco Survey or commercial tobacco control in Indiana, visit: [in.gov/health/tpc](https://www.in.gov/health/tpc)



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