

Trends in Tobacco and Nicotine Product Use Among Middle and High School Students

NYTS 2025 Update



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Background

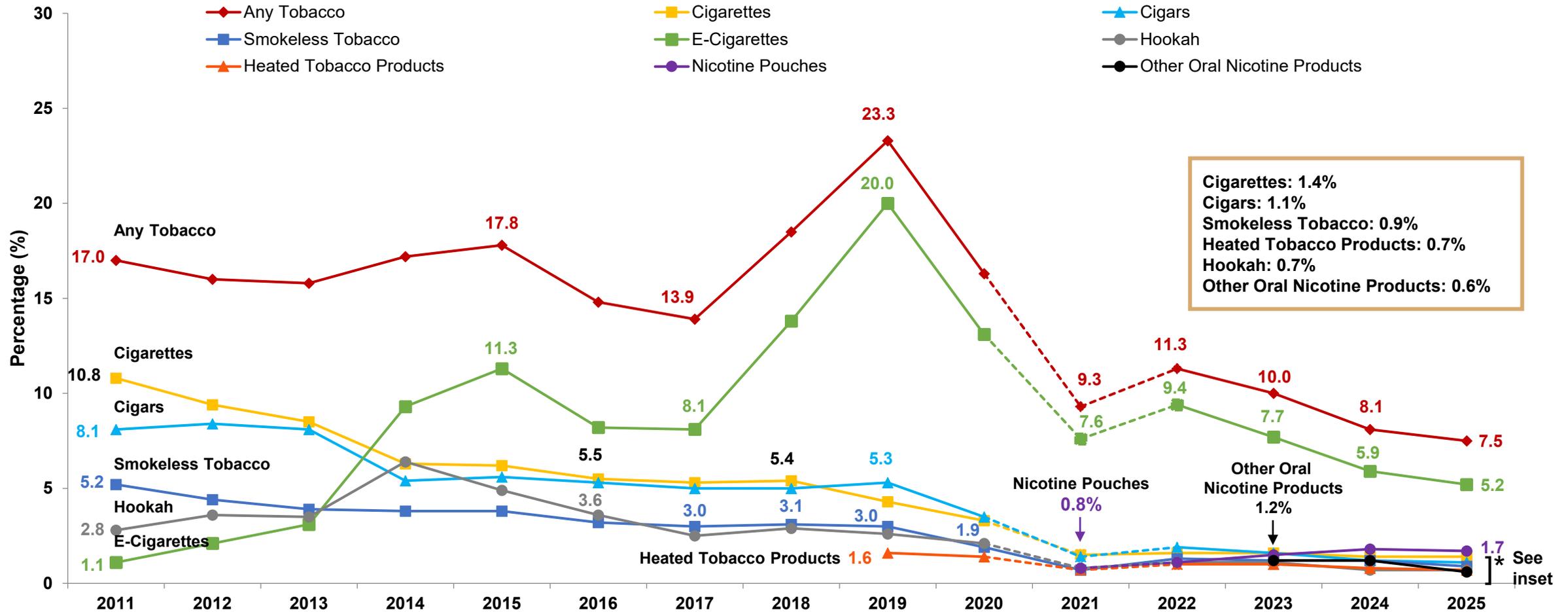
Following the public release of the NYTS 2025 dataset on March 4, 2026, this summary presents selected high-level findings based on analyses conducted by Altria Client Services, LLC of the NYTS 2025 public-use dataset#. A full NYTS report has not yet been published.

This summary highlights changes in youth tobacco and nicotine use trends over time, with particular emphasis on e-vapor products and nicotine pouches. All 2025 results presented are derived from analyses of the publicly available NYTS 2025 data.

This summary is intended to provide a high-level view of the data rather than a comprehensive assessment.

- Data were downloaded from [National Youth Tobacco Survey \(NYTS\) | FDA](#) on March 4, 2026.

Current Tobacco Product Use Among Middle and High School Students Combined, National Youth Tobacco Survey, 2011-2025

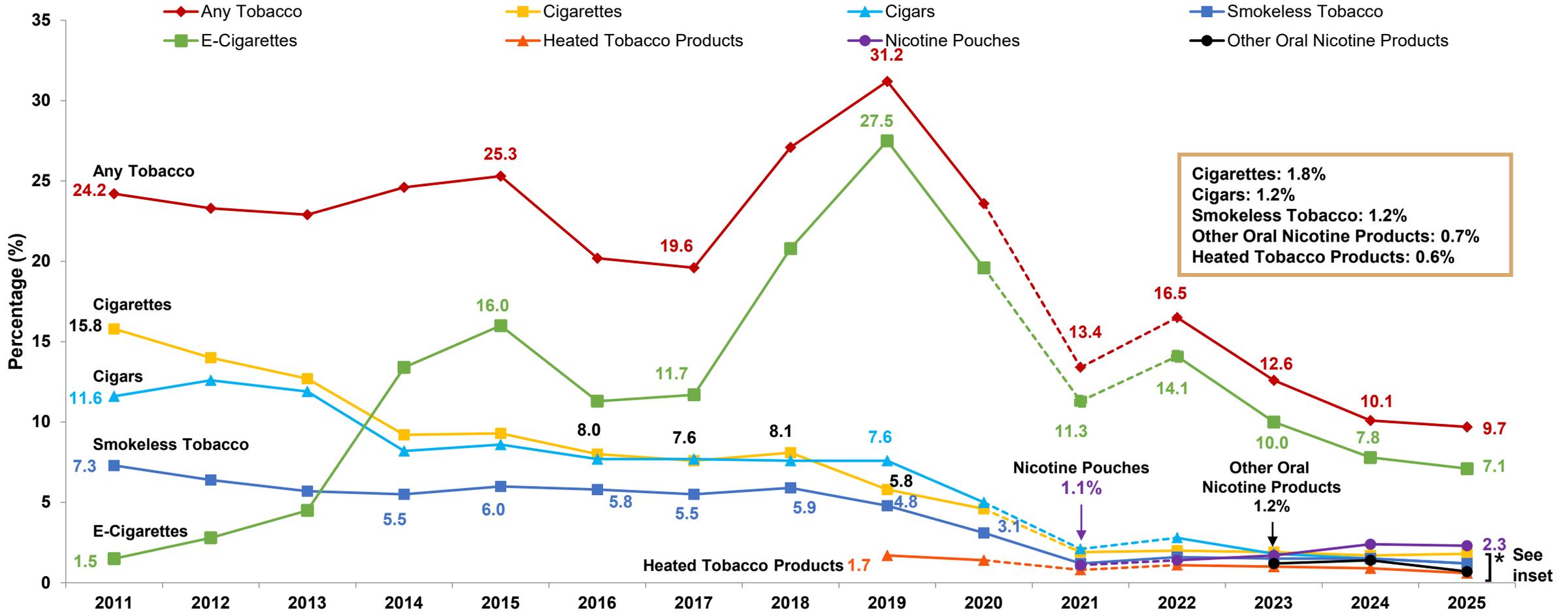


Sources: ALCS analysis of NYTS 2011-2021, [Tobacco Product Use Among Middle and High School Students — United States, 2022](#), [Tobacco Product Use Among U.S. Middle and High School Students — National Youth Tobacco Survey, 2023](#), and [Tobacco Product Use Among Middle and High School Students — National Youth Tobacco Survey, United States, 2024](#), ALCS analysis of NYTS 2025.

Note: Any tobacco use is past 30-day use of cigarettes, cigars, smokeless tobacco, electronic cigarettes, hookahs, pipe tobacco, and/or bidis, in addition to heated tobacco products (2020-), nicotine pouches (2021-), and other oral nicotine products (2023-) on ≥ 1 day in the past 30 days.

Note: in 2014 and 2015, modifications were made to the e-cigarette measure to enhance its accuracy, which may limit the comparability of these estimates to those collected in previous years. In 2019, modifications were made to the survey, as well as the e-cigarette measure through inclusion of a brand example (JUUL); authors caution against comparisons to prior years. For smokeless tobacco, 2015 and prior years data are not comparable due to methodological changes into 2015. In 2015 smokeless tobacco includes chewing tobacco/snuff/dip, snus, and dissolvable tobacco because of limited sample sizes. Prior to 2015, smokeless tobacco included only chewing tobacco/snuff/dip. In 2023, dissolvable tobacco products were reclassified from smokeless tobacco to other oral nicotine products. Other oral nicotine products were defined as lozenges, disks, tablets, gums, dissolvable tobacco products, and other products. Dashed lines represent changes in methodology that prevent comparisons across the years.

Current Tobacco Product Use Among High School Students, National Youth Tobacco Survey, 2011-2025



Cigarettes: 1.8%
Cigars: 1.2%
Smokeless Tobacco: 1.2%
Other Oral Nicotine Products: 0.7%
Heated Tobacco Products: 0.6%

* See inset

Sources: [Tobacco Product Use Among Middle and High School Students — United States, 2011–2018](#); [Tobacco Product Use and Associated Factors Among Middle and High School Students — United States, 2019](#); [Tobacco Product Use Among Middle and High School Students — United States, 2020](#); [Tobacco Product Use and Associated Factors Among Middle and High School Students — United States, 2021](#); [Tobacco Product Use Among Middle and High School Students — United States, 2022](#); [Tobacco Product Use Among U.S. Middle and High School Students — National Youth Tobacco Survey, 2023](#), and [Tobacco Product Use Among Middle and High School Students — National Youth Tobacco Survey, United States, 2024](#), ALCS analysis of NYTS 2025.

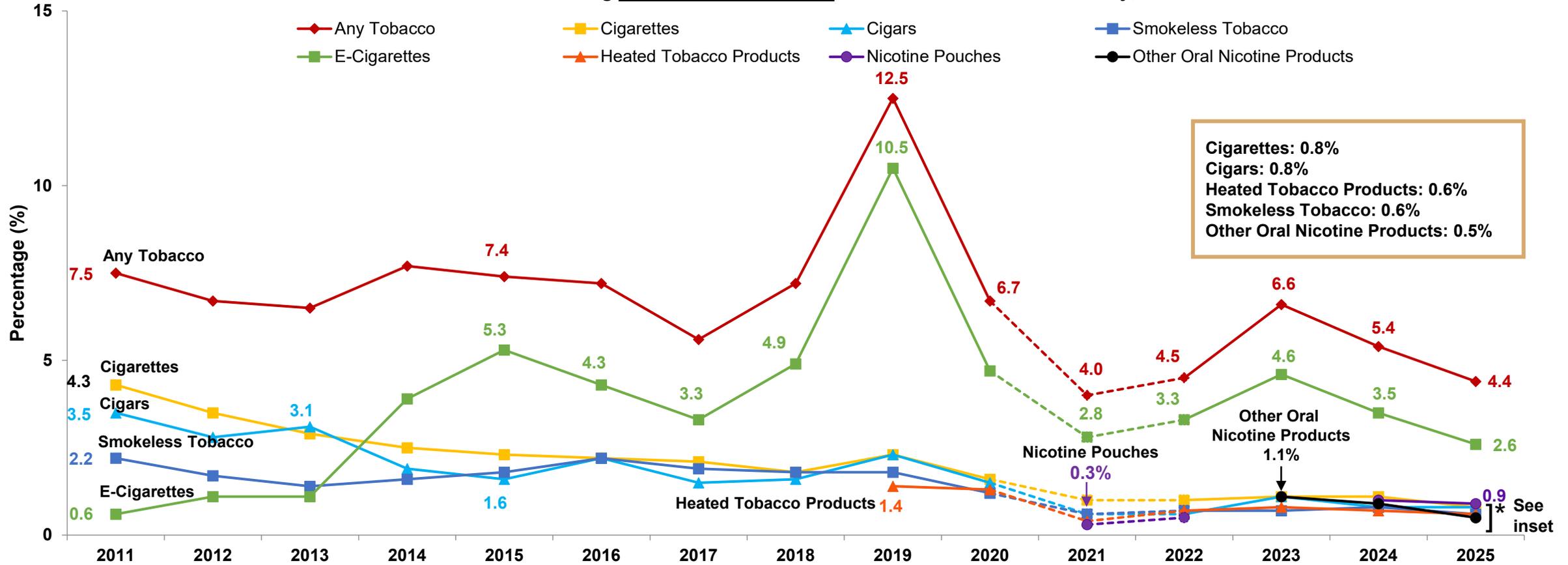
Source for 2019 data on Heated Tobacco Products: [Heated tobacco product use and associated factors among U.S. youth, 2019](#)

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Current Tobacco Product Use Among Middle School Students, National Youth Tobacco Survey, 2011-2025

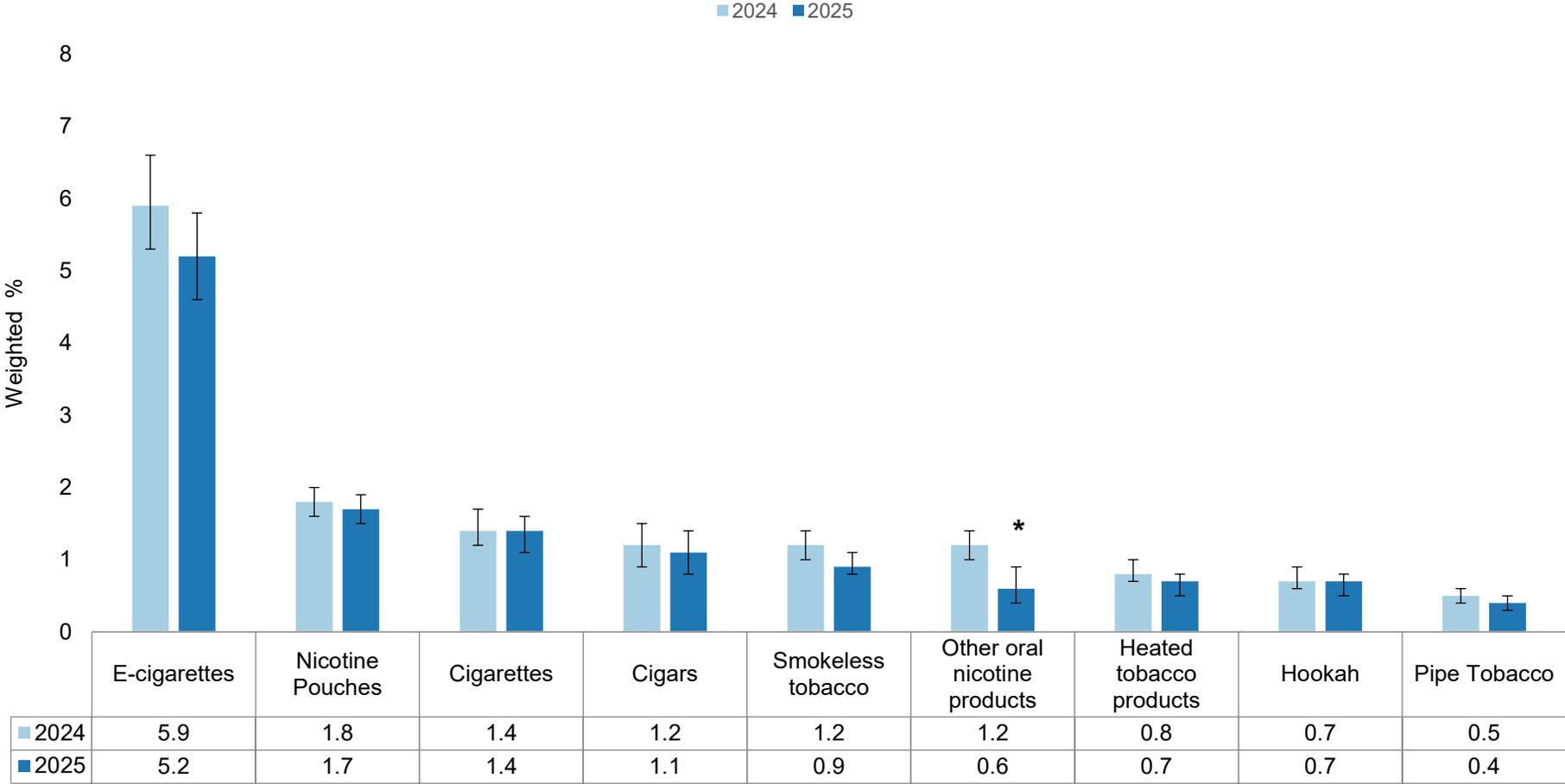


Cigarettes: 0.8%
Cigars: 0.8%
Heated Tobacco Products: 0.6%
Smokeless Tobacco: 0.6%
Other Oral Nicotine Products: 0.5%

Sources: [Tobacco Product Use Among Middle and High School Students — United States, 2011–2018](#); [Tobacco Product Use and Associated Factors Among Middle and High School Students — United States, 2019](#); [Tobacco Product Use Among Middle and High School Students — United States, 2020](#), [Tobacco Product Use and Associated Factors Among Middle and High School Students — United States, 2021](#), [Tobacco Product Use Among Middle and High School Students — United States, 2022](#), [Tobacco Product Use Among U.S. Middle and High School Students — National Youth Tobacco Survey, 2023](#)
 Source for 2019 data on Heated Tobacco Products: [Heated tobacco product use and associated factors among U.S. youth, 2019](#), and [Tobacco Product Use Among Middle and High School Students — National Youth Tobacco Survey, United States, 2024](#), ALCS analysis of NYTS 2025.
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Prevalence of current tobacco and nicotine product use among middle and high school students, National Youth Tobacco Survey (NYTS) 2024-2025



Data Source: ALCS analysis of NYTS 2025 data and Jamal et al. (2024) for 2024 estimates. Bars represent weighted percentages of middle and high school students reporting current (past 30-day) use of tobacco or nicotine products in 2024 (light blue) and 2025 (dark blue). Error bars indicate 95% confidence intervals.

Note. Asterisks (*) denote statistically significant changes in estimates.

Sources: ALCS analysis of NYTS 2025 and [Jamal et al., 2024](#). NYTS 2025 data were downloaded from [National Youth Tobacco Survey \(NYTS\) | FDA](#) on March 4, 2026.

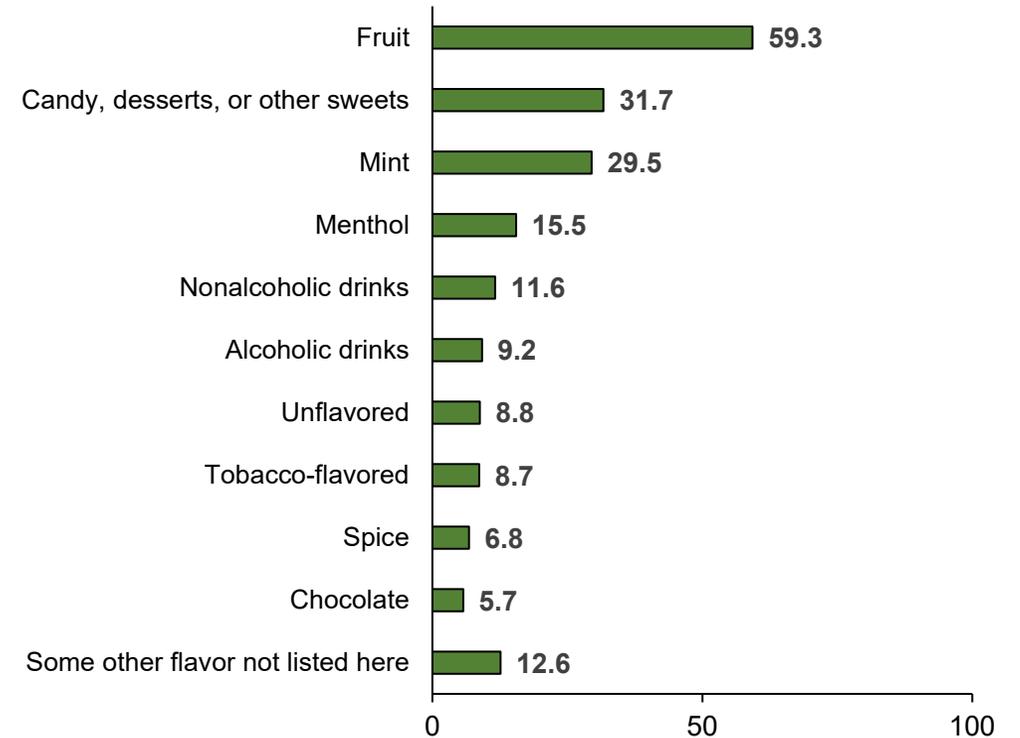


E-cigarette use characteristics among middle and high school students who currently use e-cigarettes

Characteristic	Middle and High School Students (vs. 2024)
Current E-cigarette Use	5.2% (↓0.7pp)
Device Type Most Often Used:	
Disposables	66.3% (↑ 10.7pp)
Pods or Cartridges	12.0% (↓ 3.6pp)
Tanks or Mod systems	5.4% (↓ 1.6pp)
Don't know the type	16.4% (↓ 5.4pp)
Top-3 E-cigarette Brands Usually Used Among Current E-cigarette Users:	
Geek Bar (including Geek Bar Pulse)	49.2% (↑ 47.7pp)
VUSE	3.9% (↑ 0.8pp)
BREEZE	3.7% (↓ 5.0pp)
Frequency of use in the past 30-days	
1-5 days	42.4% (↓ 1.7pp)
6-19 days	16.5% (↓ 1.0pp)
20-30 days	41.2% (↑ 2.8pp)
Daily	27.5% (↑ 1.2pp)

**Estimate is not statistically reliable due to high CV (>30%)

Proportion of flavor type used among current middle and high school e-cigarette users, NYTS 2025

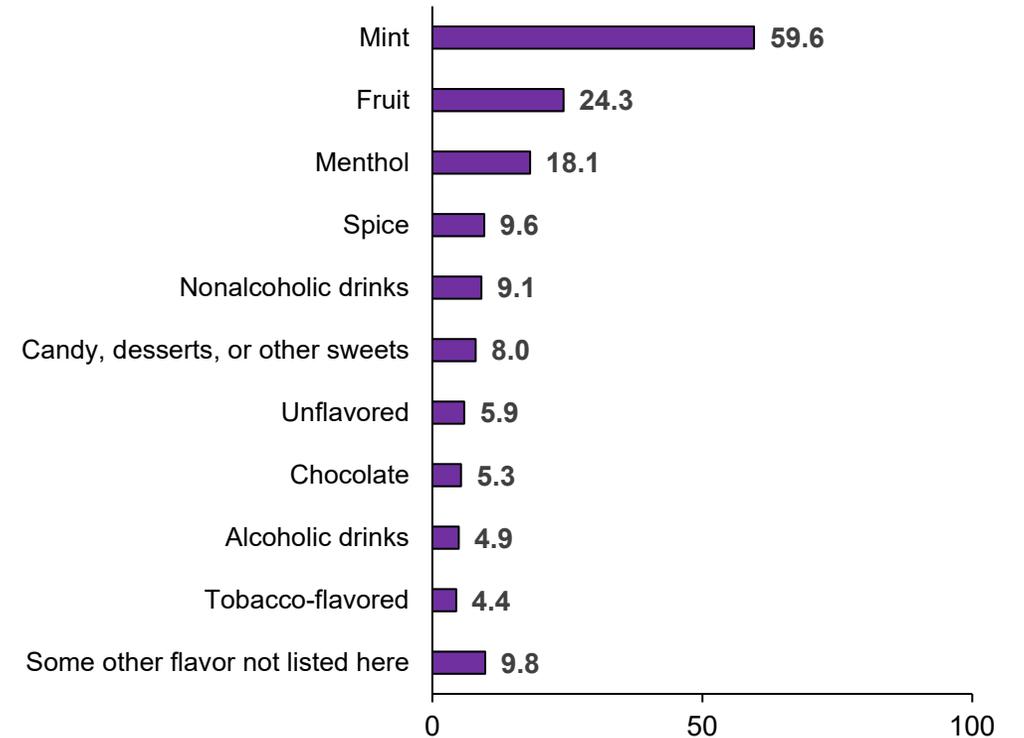


Sources: ALCS analysis of NYTS 2025 and [Jamal et al., 2024](#). NYTS 2025 data were downloaded from [National Youth Tobacco Survey \(NYTS\) | FDA](#) on March 4, 2026.

Nicotine pouch use characteristics among middle and high school students who currently use pouches

Characteristic	Middle and High School Students (vs. 2024)
Current Nicotine Pouch Use	1.7% (↓0.1pp)
Top-3 Nicotine Brands Usually Used Among Current Nicotine Pouch Users:	
ZYN	61.4% (↓ 1.0pp)
ON!	5.5% (↑ 1.2pp)
GRIZZLY	3.6% (not assessed in 2024)
Frequency of days used	
1-5 days	52.8% (↓ 0.9pp)
6-19 days	20.9% (↑ 3.8pp)
20-30 days	26.3% (↓ 3.0pp)
Daily	17.6% (↓ 4.8pp)

Proportion of flavor type used among current middle and high school nicotine pouch users, NYTS 2025



Sources: ALCS analysis of NYTS 2025 and [Jamal et al., 2024](#). NYTS 2025 data were downloaded from [National Youth Tobacco Survey \(NYTS\) | FDA](#) on March 4, 2026.

Appendix

Detailed Data Tables



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Prevalence of current tobacco and nicotine product use among middle and high school students, National Youth Tobacco Survey 2025

Tobacco product	Overall (N=28.0MM)			Middle School (N=11.9MM)			High School (N=16.0MM)		
	Weighted Freq	%	95% CI	Weighted Freq	%	95% CI	Weighted Freq	%	95% CI
Any Tobacco	2,024,484	7.5	(6.7, 8.3)	498,214	4.4	(3.5, 5.2)	1,510,171	9.7	(8.6, 10.8)
E-cigarettes	1,448,182	5.2	(4.6, 5.8)	301,794	2.6	(2.0, 3.1)	1,133,781	7.1	(6.3, 8.0)
Cigarettes	394,032	1.4	(1.2, 1.6)	95,707	0.8	(0.6, 1.1)	286,152	1.8	(1.5, 2.1)
Cigars	289,040	1.1	(0.8, 1.3)	92,400	0.8	(0.5, 1.1)	190,256	1.2	(0.9, 1.6)
Nicotine Pouches	461,255	1.7	(1.4, 2.0)	106,490	0.9	(0.7, 1.2)	352,980	2.3	(1.7, 2.8)
Other oral nicotine products	174,367	0.6	(0.5, 0.8)	62,937	0.5	(0.4, 0.7)	106,900	0.7	(0.5, 0.9)
Smokeless tobacco ^{^^}	256,969	0.9	(0.7, 1.2)	71,384	0.6	(0.4, 0.8)	180,183	1.2	(0.9, 1.5)
Hookah	185,215	0.7	(0.5, 0.8)	61,946	0.5	(0.3, 0.8)	119,017	0.8	(0.6, 1.0)
Heated tobacco products	176,798	0.7	(0.5, 0.8)	73,846	0.6	(0.5, 0.8)	98,812	0.6	(0.5, 0.8)
Pipe Tobacco	100,533	0.4	(0.3, 0.5)	32,156	0.3	(0.2, 0.4)	65,393	0.4	(0.3, 0.6)

Note: Actual sample size may vary due to inherent missings in survey.

^{^^} - Smokeless tobacco was defined as chewing tobacco, snuff, dip, or snus.

Source: ALCS analysis of NYTS 2025. Data were downloaded from [National Youth Tobacco Survey \(NYTS\) | FDA](#) on March 4, 2026.

Brand use among current middle and high school e-cigarette users, National Youth Tobacco Survey 2025

Brand	Any Brand ^{&&}			Usual Brand ^{##}		
	Weighted Freq	%	95% CI	Weighted Freq	%	95% CI
Geek Bar (including Geek Bar Pulse)	889,097	64.1	(60.1, 68.1)	669,685	49.2	(45.0, 53.3)
Vuse	219,863	15.8	(11.3, 20.4)	52,745	3.9	(1.8, 5.9)
Breeze	199,477	14.4	(10.1, 18.7)	50,913	3.7	(1.5, 5.9)
Elf Bar (including EBDesign, EBCreate)	297,649	21.5	(18.1, 24.8)	39,793	2.9	(1.6, 4.2)
Lost Mary	274,880	19.8	(15.8, 23.9)	37,040	2.7	(1.4, 4.1)
Raz	268,738	19.4	(14.9, 23.8)	30,947	2.3	(1.0, 3.6)
Mr. Fog	147,091	10.6	(6.7, 14.5)	**	**	**
Juicy Bar	160,539	11.6	(9.0, 14.1)	19,703	1.4	(0.7, 2.2)
JUUL	135,771	9.8	(7.1, 12.5)	17,221	1.3	(0.6, 1.9)
Fume	96,959	7.0	(4.8, 9.2)	9,457	0.7	(0.0, 1.4)
blu	92,334	6.7	(4.9, 8.4)	**	**	**
Kangvape (including Onee Stick)	97,392	7.0	(5.3, 8.7)	**	**	**
HQD	70,859	5.1	(3.6, 6.6)	2,982	0.2	(0.0, 0.6)
Loon	73,537	5.3	(3.2, 7.4)	**	**	**
NJOY	88,793	6.4	(4.5, 8.3)	**	**	**
No Usual Brand	-	-	-	50,322	3.7	(2.3, 5.1)
Not sure/Don't know the brand	274,446	19.8	(17.0, 22.5)	238,666	17.5	(14.7, 20.4)
Some other brand(s) not listed here	166,152	12.0	(8.6, 15.3)	103,842	7.6	(4.9, 10.3)

Notes:

** - Estimate is not statistically reliable due to high CV (>30%).

&& - Students currently using e-cigarettes or nicotine pouches were asked, "During the past 30 days, what [e-cigarette/nicotine pouch] brands did you use? (Select one or more)"

- If a student currently using e-cigarettes or nicotine pouches reported a single brand when asked, "During the past 30 days, what [e-cigarette/nicotine pouch] brands did you use (Select one or more)," it was reported as the usual brand. Those who selected two or more brands were asked, "During the past 30 days, what brand of [e-cigarettes/nicotine pouches] did you usually use? (Choose only one answer)." Write-in responses were not included in this analysis.

Source: ALCS analysis of NYTS 2025. Data were downloaded from [National Youth Tobacco Survey \(NYTS\) | FDA](#) on March 4, 2026.

Brand use among current middle and high school nicotine pouch users, National Youth Tobacco Survey 2025

Brand	Any Brand ^{&&}			Usual Brand ^{##}		
	Weighted Freq	%	95% CI	Weighted Freq	%	95% CI
ZYN	316,171	69.2	(62.6, 75.9)	279,314	61.4	(54.7, 68.1)
on!	66,658	14.6	(10.9, 18.3)	25,225	5.5	(2.4, 8.7)
Grizzly	41,721	9.1	(6.1, 12.2)	16,544	3.6	(1.5, 5.8)
Rogue	55,991	12.3	(9, 15.5)	15,556	3.4	(1.5, 5.4)
FRE	32,198	7.1	(4, 10.1)	**	**	**
Juice Head	33,174	7.3	(3.8, 10.7)	**	**	**
Velo	**	**	**	**	**	**
ZONE	48,134	10.5	(4.8, 16.3)	9,344	**	(0.4, 3.7)
Black Buffalo	18,726	4.1	(2.4, 5.8)	4,503	**	(0.0, 2.0)
ZEO	**	**	**	**	**	**
No Usual Brand	-	-	-	**	**	**
Not sure/I don't know the brand	67,593	14.8	(10.4, 19.2)	55,758	12.3	(8.2, 16.3)
Some other brand(s) not listed here	12,838	2.8	(1.3, 4.4)	**	**	**

Notes:

** - Estimate is not statistically reliable due to high CV (>30%).

&& - Students currently using e-cigarettes or nicotine pouches were asked, "During the past 30 days, what [e-cigarette/nicotine pouch] brands did you use? (Select one or more)"

- If a student currently using e-cigarettes or nicotine pouches reported a single brand when asked, "During the past 30 days, what [e-cigarette/nicotine pouch] brands did you use (Select one or more)," it was reported as the usual brand. Those who selected two or more brands were asked, "During the past 30 days, what brand of [e-cigarettes/nicotine pouches] did you usually use? (Choose only one answer)." Write-in responses were not included in this analysis.

Source: ALCS analysis of NYTS 2025. Data were downloaded from [National Youth Tobacco Survey \(NYTS\) | FDA](#) on March 4, 2026.

Proportion of flavor types used among current middle and high school e-cigarette users, National Youth Tobacco Survey 2025

Flavor##	Weighted Freq	%	95% CI
Fruit	806,140	59.3	(54.6, 63.9)
Candy, desserts, or other sweets	430,852	31.7	(28.6, 34.7)
Mint	401,572	29.5	(25.6, 33.4)
Menthol	211,363	15.5	(11.9, 19.2)
Nonalcoholic drinks (such as coffee, soda, lemonade, or other beverage)	157,990	11.6	(9.7, 13.6)
Alcoholic drinks (such as wine, margarita, or other cocktails)	124,912	9.2	(7.1, 11.2)
Unflavored	119,225	8.8	(6.4, 11.1)
Tobacco-flavored	118,203	8.7	(6.6, 10.8)
Spice (such as cinnamon, vanilla, or clove)	93,058	6.8	(5.1, 8.5)
Chocolate	77,651	5.7	(4, 7.4)
Some other flavor not listed here	171,930	12.6	(10.5, 14.7)

- Flavor type was ascertained by response to the question, “In the past 30 days when you used [e-cigarettes/nicotine pouches], what flavors did you use? (Select one or more).” Write-in responses were not included in this analysis.

Source: ALCS analysis of NYTS 2025. Data were downloaded from [National Youth Tobacco Survey \(NYTS\) | FDA](#) on March 4, 2026.

Proportion of flavor types used among current middle and high school nicotine pouch users, National Youth Tobacco Survey 2025

Flavor##	Weighted Freq	%	95% CI
Mint	262,627	59.6	(53.9, 65.3)
Fruit	106,870	24.3	(18.2, 30.3)
Menthol	79,627	18.1	(13.3, 22.9)
Spice	42,449	9.6	(6.2, 13.1)
Nonalcoholic drinks (such as coffee, soda, lemonade, or other beverage)	39,899	9.1	(4.8, 13.3)
Candy, desserts, or other sweets	35,265	8	(4.8, 11.2)
Unflavored	26,151	5.9	(3, 8.9)
Chocolate	23,254	5.3	(2.3, 8.2)
Some other flavor not listed here	43,122	9.8	(6.4, 13.1)
Alcoholic drinks (such as wine, margarita, or other cocktails)	21,589	4.9	(2.7, 7.1)
Tobacco-flavored	19,572	4.4	(2.7, 6.2)

- Flavor type was ascertained by response to the question, “In the past 30 days when you used [e-cigarettes/nicotine pouches], what flavors did you use? (Select one or more).” Write-in responses were not included in this analysis.

Source: ALCS analysis of NYTS 2025. Data were downloaded from [National Youth Tobacco Survey \(NYTS\) | FDA](#) on March 4, 2026.