

## UTUS 2020 THROUGH 2025 TOPLINE RESULTS

### About the survey

Altria Client Services LLC launched the Underage Tobacco Use Survey (UTUS) during quarter 2 (April to June) of 2020 after pilot testing the survey during quarter 1 (January to March 2020). Data collection has been conducted since and will continue quarterly for the foreseeable future.

The UTUS provides timely data covering new and existing tobacco product categories among household-dwelling individuals 13-20 years of age and living in the United States. Data from UTUS are used to support ALCS’ regulatory requirements for certain FDA-authorized products and informs ALCS’ underage use prevention strategies.

A brief product description (no images) was provided for each of the ten tobacco product categories assessed, except for cigarettes, to help respondents correctly identify the respective tobacco product category. Product descriptions and survey questions of awareness, ever use, and recency of use are shown in the table below.<sup>1</sup>

Tobacco product category	Product Description	Survey questions		
		Awareness	Ever use	Recency of Use
E-Cigarettes	The next several questions are about electronic cigarettes or e-cigarettes, such as JUUL®, SMOK®, Suorin®, Vuse®, blu®, Puff/Puff Bar®, STIG®, or Hyde®. You may also know them as vapes, mods, e-cigs, e-hookahs, or vape-pens. <b>For the rest of this survey, these products and devices will be called e-cigarettes.</b> E-Cigarettes are battery powered devices that usually contain a nicotine-based liquid that is vaporized and inhaled.	Have you ever seen or heard of e-cigarettes before this study?	Have you ever used an e-cigarette, even once or twice?	When was the last time you used an e-cigarette, even one or two times?
Cigarettes		Have you ever seen or heard of cigarettes (ones that have to be lit and burned) before this study?	Have you ever smoked a cigarette, even one or two puffs?	When was the last time you smoked a cigarette, even one or two puffs?
Cigars	The next question is about the use of cigars, cigarillos, or little cigars such as Swisher Sweets®, Black and Mild®, Garcia y Vega®, Cheyenne™, White Owl®, or Dutch Masters®.	Have you ever seen or heard of cigars, cigarillos,	Have you ever smoked a cigar, cigarillo, or little	When was the last time you smoked a cigar,

<sup>1</sup> See this public website for more information on the study design including the full questionnaire: [Underage Tobacco Use Survey - Altria Science](#)

		or little cigars before this study?	cigar, even one or two puffs?	cigarillo, or little cigar, even one or two puffs?
Chewing tobacco, snuff, or dip	The following question is about the use of chewing tobacco, snuff, or dip, such as Copenhagen®, Grizzly®, Skoal®, or Longhorn®. Do not think about snus or dissolvable tobacco products when answering this question.	Have you ever seen or heard of chewing tobacco, snuff, or dip before this study?	Have you ever used chewing tobacco, snuff, or dip, even just a small amount?	When was the last time you used chewing tobacco, snuff, or dip?
Hookah	The next question is about smoking tobacco in a hookah, which is a type of waterpipe. Shisha (or hookah tobacco) is smoked in a hookah.	Have you ever seen or heard of smoking tobacco in a hookah or waterpipe before this study?	Have you ever smoked tobacco in a hookah or waterpipe, even one or two puffs?	When was the last time you smoked tobacco in a hookah or waterpipe, even one or two puffs?
Pipe tobacco	The following question is about pipes filled with tobacco (not hookah or waterpipe).	Have you ever seen or heard of pipes filled with tobacco (not hookah or waterpipe) before this study?	Have you ever used pipes filled with tobacco (not hookah or waterpipe), even just one time?	When was the last time you smoked a pipe filled with tobacco, even one or two puffs?
Snus	The next question is about snus, which is a type of smokeless tobacco product. It usually comes in small pouches, although some snus may be sold as loose snus. Typically, with most kinds of smokeless tobacco, you spit, but you do not need to spit when using snus. Common brands include Camel Snus® or General Snus®. Do not think about chewing tobacco, snuff, or dip when answering this question.	Have you ever seen or heard of snus before this study?	Have you ever used Snus, such as Camel Snus or General Snus, even just one time?	When was the last time you used snus, even one or two pouches?
Heated tobacco products	The next section is about “heated tobacco products” such as IQOS®, glo™, and Eclipse®. You may know them as heated cigarettes or “heat-not-burn” tobacco products. “Heated tobacco products” heat tobacco sticks (“heatsticks”) or capsules to produce a vapor. They are different from e-cigarettes, which heat a liquid to produce a vapor. <b>Do not think about e-cigarettes when answering these questions.</b>	Have you ever seen or heard of “heated tobacco products” before this study?	Have you ever used a “heated tobacco product”, even just one time?	When was the last time you used a heated tobacco product, even one or two times?
OTDN products	Nicotine Pouches (added in Q1 2023): The next section is about “nicotine pouches” such as Zyn™, on!® or Velo®. These small, flavored pouches contain	Have you ever seen or heard of	Have you ever used nicotine	When was the last time you

	<p>nicotine that comes from tobacco. Users place them in their mouth. Nicotine pouches are different from other smokeless tobacco products such as snus, dip, or chewing tobacco, because they do not contain any tobacco leaf. <b>Do not think about other forms of smokeless tobacco, such as chewing tobacco, snuff, dip, snus, or products used to quit tobacco like nicotine gum (such as Nicorette®) or Nicoderm® when answering these questions.</b></p>	<p>“nicotine pouches” before this study?</p>	<p>pouches, even just one time?</p>	<p>used an oral nicotine product, even one or two times?</p>
	<p>Other OTDN products (added in Q1 2023) The next section is about other oral nicotine products, such as Lucy® or Rogue®, that might come in the form of non-medical lozenges, gum, tablets, and/or gummies. <b>Do not think about nicotine pouches, other forms of smokeless tobacco, such as chewing tobacco, snuff, dip, snus, or products used to quit tobacco like nicotine gum (such as Nicorette®) or Nicoderm® when answering these questions.</b></p>	<p>Have you ever seen or heard of such other oral nicotine products before this study?</p>	<p>Have you ever used an oral nicotine product in the form of non-medical lozenges, gum, tablets, and/or gummies, even just one time?</p>	

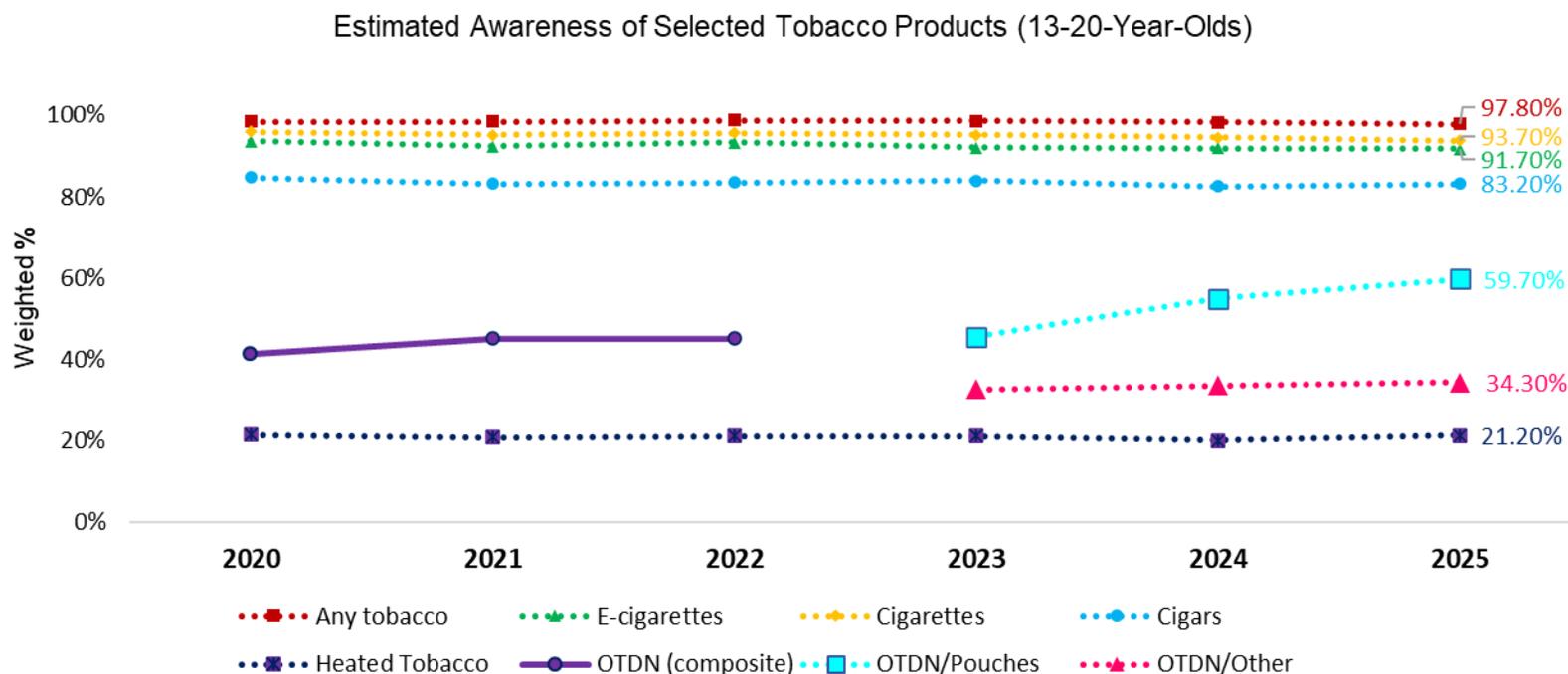
## **Awareness and Use of Tobacco Products among Underage Individuals: Findings from the ALCS UTUS 2020-2025**

The Underage Tobacco Use Survey (UTUS) is conducted quarterly. Annual estimates for 2021 through 2025 were generated by combining data from all four quarters of each year, while 2020 estimates were based on data from three quarters (Q2–Q4). Overall, 23 survey waves were conducted between May 2020 and November 2025, yielding a total sample of 32,733 participants. Survey weights were applied to account for selection probabilities, nonresponse, and population-level adjustments. Variance estimation was conducted using the Taylor series linearization method.

### Awareness of Tobacco Products

Awareness of each tobacco product category was assessed with the question: “Have you ever seen or heard of ... before this study?” Awareness of any tobacco product was defined as being aware of one or more of the ten categories assessed.

Among 13- to 20-year-olds, awareness of cigarettes, e-cigarettes, cigars, and smokeless tobacco (including chewing tobacco/snuff/dip) was consistently high (Table 1) and remained relatively stable from 2020 to 2025 (Figure 1). In contrast, awareness of nicotine pouches increased in recent years, rising by approximately five percentage points from 2024 to 2025 among youth aged 13–17 and by about two percentage points among young adults aged 18–20. By 2025, approximately 59.7% of 13- to 20-year-olds reported being aware of nicotine pouches (Table 1).



**Figure 1** Estimated awareness (weighted %) of selected tobacco products. Data from the ALCS UTUS, May 2020 to November 2025. Lines in chart represent weighted proportions of underage individuals (13-20) who reported awareness of selected tobacco products. Starting in 2023, nicotine pouches (dashed turquoise line) and other forms of oral tobacco-derived nicotine (OTDN; dashed pink line) were assessed separately. Prior to 2023, both products were combined under the composite OTDN category (solid purple line).

**Table 1**

*Estimated Proportion of 13- to 20-year-Olds Who Reported Having Heard of Tobacco Products, by Product Category and Age Group - Underage Tobacco Use Survey, May 2020-November 2025*

	<b>Tobacco Product Awareness: Overall (Age 13-20)</b>					
	<b>Weighted% (95% CI)</b>					
<b>Product Category</b>	<b>2020</b> (n = 5252)	<b>2021</b> (n = 5387)	<b>2022</b> (n = 5885)	<b>2023</b> (n = 5658)	<b>2024</b> (n = 5643)	<b>2025</b> (n=4908)
Any tobacco	98.5 (97.9-98.9)	98.5 (98.0-98.9)	98.7 (98.3-99.0)	98.6 (98.1-99.0)	98.3 (97.7-98.7)	97.8 (97.2 - 98.3)
E-cigarettes	93.7 (92.7-94.5)	92.3 (91.3-93.2)	93.4 (92.6-94.1)	92.1 (91.2-92.9)	92.0 (91.0-92.9)	91.7 (90.6 - 92.8)
Cigarettes	95.9 (95.1-96.6)	95.2 (94.4-96.0)	95.6 (95.0-96.2)	95.2 (94.5-95.9)	94.5 (93.6-95.2)	93.7 (92.7 - 94.5)
Cigars and cigarillos	84.7 (83.3-86.0)	83.2 (81.9-84.5)	83.5 (82.3-84.6)	84.0 (82.8-85.2)	82.5 (81.2-83.8)	83.2 (81.8 - 84.6)
Smokeless tobacco and chewing tobacco	84.6 (83.2-85.9)	82.5 (81.1-83.8)	80.3 (79.0-81.5)	79.4 (78.1-80.7)	80.2 (78.8-81.5)	79.1 (77.5 - 80.6)
Hookah	68.1 (66.5-69.8)	66.0 (64.4-67.6)	64.9 (63.5-66.4)	63.8 (62.3-65.3)	63.0 (61.4-64.6)	62.2 (60.4 - 64.0)
Pipe tobacco	63.3 (61.6-65.1)	60.9 (59.2-62.5)	59.7 (58.2-61.2)	59.6 (58.0-61.1)	59.0 (57.3-60.6)	57.8 (56.0 - 59.6)
Snus	22.4 (20.9-23.9)	21.4 (20.1-22.8)	22.6 (21.4-23.9)	22.4 (21.2-23.7)	25.5 (24.1-27.0)	27.1 (25.5 - 28.7)
Heated tobacco	21.3 (19.9-22.8)	20.8 (19.5-22.1)	21.0 (19.8-22.2)	21.0 (19.8-22.3)	20.0 (18.7-21.3)	21.2 (19.7 - 22.7)
OTDN (Nicotine Pouches and/or other forms)	41.1 (39.4-42.9)	45.0 (43.4-46.7)	45.1 (43.6-46.6)	NA	NA	NA
Nicotine Pouches <sup>1</sup>	NA	NA	NA	45.6 (44.0-47.1)	54.9 (53.2-56.6)	59.7 (57.8 - 61.5)
Other OTDN <sup>2</sup>	NA	NA	NA	32.6 (31.2-34.1)	33.6 (32.0-35.1)	34.3 (32.6 - 36.0)
	<b>Tobacco Product Awareness: Youth (Age 13-17)</b>					
	<b>Weighted% (95% CI)</b>					
<b>Product Category</b>	<b>2020</b> (n = 3141)	<b>2021</b> (n = 3134)	<b>2022</b> (n = 3450)	<b>2023</b> (n = 3339)	<b>2024</b> (n=3147)	<b>2025</b> (n=2530)
Any tobacco	98.5 (97.8-99.0)	98.5 (97.8-99.0)	98.5 (98.0- 98.9)	98.5 (97.8-98.9)	98.0 (97.3-98.5)	98.1 (97.3 - 98.6)
E-cigarettes	92.8 (91.5-93.9)	91.1 (89.8-92.3)	92.3 (91.2-93.3)	91.2 (90.0-92.3)	90.4 (89.0-91.6)	91.1 (89.5 - 92.4)
Cigarettes	96.1 (95.0-96.9)	95.4 (94.4-96.2)	95.8 (95.0-96.5)	95.3 (94.3-96.1)	94.8 (93.8-95.7)	94.5 (93.3 - 95.4)
Cigars and cigarillos	82.4 (80.6-84.0)	80.4 (78.6-82.0)	80.8 (79.3-82.3)	81.4 (79.8-83.0)	79.9 (78.1-81.6)	81.4 (79.5 - 83.2)

Smokeless tobacco and chewing tobacco	82.1 (80.2-83.8)	79.5 (77.7-81.3)	77.1 (75.3-78.7)	76.0 (74.2-77.6)	77.3 (75.5-79.1)	76.9 (74.8 - 79.0)
Hookah	60.7 (58.5-62.8)	58.7 (56.6-60.8)	57.0 (55.1-58.9)	55.8 (53.8-57.7)	55.5 (53.5-57.6)	55.1 (52.7 - 57.5)
Pipe tobacco	57.9 (55.6-60.0)	56.6 (54.4-58.7)	54.5 (52.5-56.4)	55.0 (53.1-57.0)	54.2 (52.1-56.3)	53.6 (51.2 - 56.0)
Snus	18.2 (16.6-20.0)	17.1 (15.6-18.8)	18.3 (16.8-19.8)	17.4 (16.1-18.9)	21.0 (19.4-22.8)	23.9 (21.9 - 25.9)
Heated tobacco	18.6 (16.9-20.3)	18.2 (16.6-19.9)	17.7 (16.3-19.3)	17.3 (15.9-18.8)	16.9 (15.5-18.6)	19.0 (17.2 - 20.9)
OTDN (Nicotine Pouches and/or other forms)	36.2 (34.2-38.4)	40.3 (38.2-42.4)	39.8 (37.9-41.7)	NA	NA	NA
Nicotine Pouches <sup>1</sup>	NA	NA	NA	41.0 (39.1-42.9)	50.1 (48.0-52.2)	56.0 (53.6 - 58.4)
Other OTDN <sup>2</sup>	NA	NA	NA	28.5 (26.8-30.3)	30.1 (28.3-32.1)	30.2 (28.1 - 32.4)
<b>Tobacco Product Awareness: Young Adults (Age 18-20)</b>						
<b>Weighted% (95% CI)</b>						
<b>Product Category</b>	<b>2020</b> (n = 2111)	<b>2021</b> (n = 2253)	<b>2022</b> (n = 2435)	<b>2023</b> (n = 2319)	<b>2024</b> (n=2496)	<b>2025</b> (n=2378)
Any tobacco	98.5 (97.5-99.1)	98.5 (97.5-99.1)	99.0 (98.5- 99.4)	99.0 (98.4-99.4)	98.8 (98.2-99.3)	97.4 (96.1 - 98.2)
E-cigarettes	95.4 (93.9-96.5)	94.5 (93.1-95.7)	95.5 (94.4-96.3)	93.8 (92.5-94.9)	95.1 (94.0-96.0)	93.1 (91.5 - 94.4)
Cigarettes	95.6 (94.2-96.7)	95.0 (93.6-96.1)	95.4 (94.3-96.2)	95.1 (93.9-96.0)	93.8 (92.4-94.9)	92.2 (90.5 - 93.5)
Cigars and cigarillos	89.1 (87.0-90.9)	88.7 (86.9-90.2)	88.7 (87.2-90.1)	89.3 (87.7-90.7)	87.7 (86.0-89.3)	87.0 (85.0 - 88.7)
Smokeless tobacco and chewing tobacco	89.3 (87.4-91.0)	88.1 (86.3-89.7)	86.7 (85.1-88.2)	86.3 (84.5-87.9)	85.8 (84.0-87.5)	83.5 (81.4 - 85.5)
Hookah	82.4 (80.1-84.4)	80.1 (78.0-82.1)	80.7 (78.8-82.4)	80.1 (78.1-82.0)	77.9 (75.8-79.9)	76.8 (74.4 - 79.0)
Pipe tobacco	73.8 (71.1-76.3)	69.0 (66.7-71.3)	70.2 (68.0-72.2)	68.8 (66.5-71.0)	68.6 (66.2-70.9)	66.5 (63.9 - 69.0)
Snus	30.2 (27.7-32.9)	29.7 (27.5-32.0)	31.3 (29.2-33.5)	32.5 (30.2-34.8)	34.5 (32.2-37.0)	33.7 (31.3 - 36.2)
Heated tobacco	26.6 (24.2-29.2)	25.7 (23.6-27.9)	27.4 (25.4-29.5)	28.5 (26.3-30.7)	26.0 (23.8-28.3)	25.7 (23.4 - 28.0)
OTDN (Nicotine Pouches and/or other forms)	50.3 (47.4-53.2)	54.1 (51.6-56.5)	55.6 (53.4-57.9)	NA	NA	NA
Nicotine Pouches <sup>1</sup>	NA	NA	NA	54.8 (52.4-57.2)	64.6 (62.1-66.9)	67.3 (64.6 - 69.8)
Other OTDN <sup>2</sup>	NA	NA	NA	40.8 (38.5-43.2)	40.3 (37.9-42.8)	42.8 (40.2 - 45.4)

*Note.* For each product category, awareness was determined by asking, “Have you ever seen or heard of [...] even before this study?”. ‘Any Tobacco’ awareness was defined as having seen or heard of one or more of the respective tobacco products. Values represent weighted proportions, incl. confidence intervals (%) and unweighted sample sizes (n).

<sup>1</sup>Awareness (Nicotine Pouches): % participants who had seen or heard of nicotine pouches before. This measure was newly implemented beginning Quarter 1 of 2023 and determined among all UTUS participants via the question: “The next section is about “nicotine pouches” such as Zyn™, on!® or Velo®. These small, flavored pouches contain nicotine that comes from tobacco. Users place them in their mouth. Nicotine pouches are different from other smokeless tobacco products such as snus, dip, or chewing tobacco, because they do not contain any tobacco leaf. Do not think about other forms of smokeless tobacco, such as chewing tobacco, snuff, dip, snus, or products used to quit tobacco like nicotine gum (such as Nicorette®) or Nicoderm® when answering these questions. Have you ever seen or heard of “nicotine pouches” before this study?”

<sup>2</sup>Awareness (Other OTDN): % participants who had seen or heard of OTDN products that are not nicotine pouches but might come in the form of non-medical lozenges, gum, or tablets (dashed purple lines). This measure was newly implemented beginning Quarter 1 of 2023 and determined among all UTUS participants via the question: “The next section is about other oral nicotine products, such as Lucy® or Rogue®, that might come in the form of non-medical lozenges, gum, tablets, and/or gummies. Do not think about nicotine pouches, other forms of smokeless tobacco, such as chewing tobacco, snuff, dip, snus, or products used to quit tobacco like nicotine gum (such as Nicorette®) or Nicoderm® when answering these questions. Have you ever seen or heard of such other oral nicotine products before this study?”

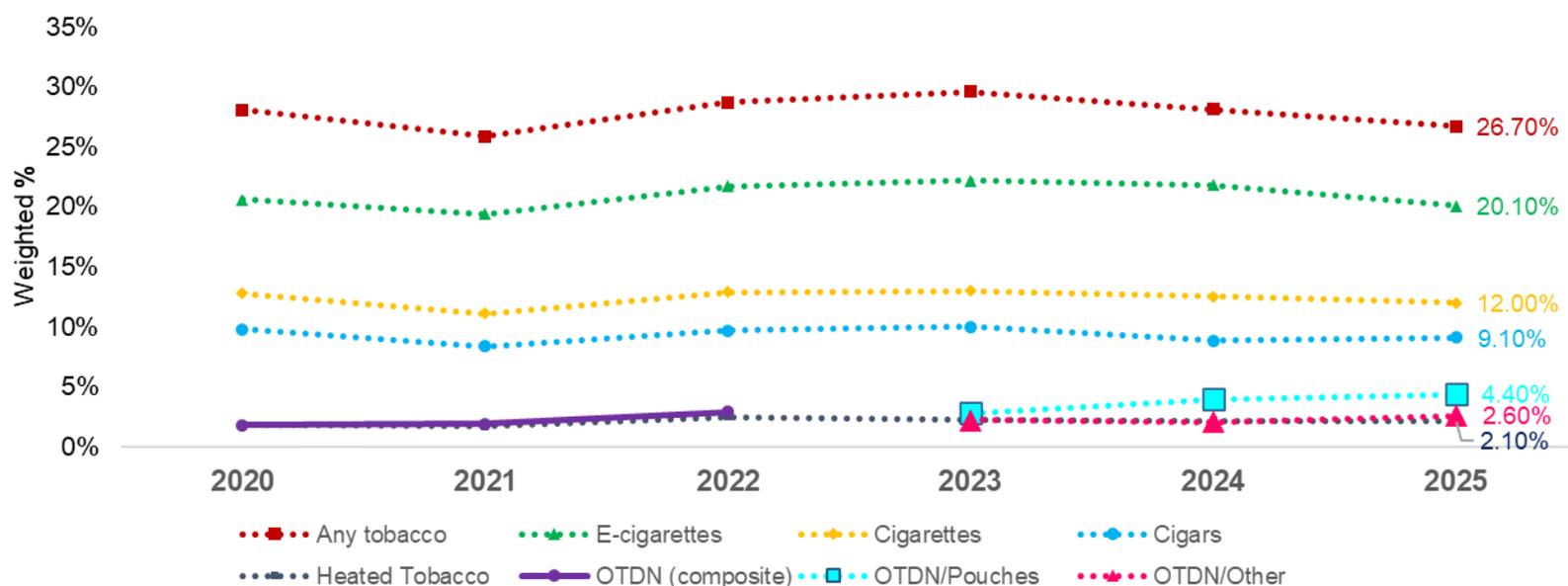
Abbreviations: CI = Confidence interval, OTDN = Oral tobacco-derived nicotine, NA = Not assessed.

## Ever Use of Tobacco Products

Ever use of each tobacco product category was defined as having used the product at least once and was assessed via a series of questions. Ever use of any tobacco product was defined as having ever used one or more of the ten individual tobacco categories assessed.

In 2025, 18.7% of youth aged 13-17 and 43.2% of young adults aged 18-20 reported ever having used any tobacco product (Table 2). Overall, ever-use prevalence among 13- to 20-year-olds declined from 28.1% in 2024 to 26.7% in 2025 (Figure 2). In 2025, e-cigarettes were the most commonly ever-used tobacco product, followed by cigarettes, cigars, and hookahs. Consistent with prior years, rates of ever tobacco use were higher among young adults than among youth.

Estimated Ever Use of Selected Tobacco Products (13-20-Year-Olds)



**Figure 2.** Estimated ever use (weighted %) of selected tobacco products. Data from the ALCS UTUS, May 2020 to November 2025. Lines in chart represent weighted proportions of underage individuals (13-20) who reported ever use of selected tobacco products. Starting in 2023, nicotine pouches (dashed turquoise line) and other forms of oral tobacco-derived nicotine (OTDN; dashed pink line) were assessed separately. Prior to 2023, both products were combined under the composite OTDN category (solid purple line).

**Table 2**

*Estimated Proportion of 13- to 20-year-Olds Who Reported Ever Using Tobacco Products, by Product Category and Age Group - Underage Tobacco Use Survey, May 2020 - November 2025*

	<b>Tobacco Product Ever Use: Overall (Age 13-20)</b>					
	<b>Weighted% (95% CI)</b>					
<b>Product Category</b>	<b>2020</b> (n = 5252)	<b>2021</b> (n = 5387)	<b>2022</b> (n = 5885)	<b>2023</b> (n = 5658)	<b>2024</b> (n = 5643)	<b>2025</b> (n=4908)
Any tobacco	28.1 (26.6-29.7)	25.9 (24.5-27.3)	28.7 (27.4-30.1)	29.6 (28.1-31.0)	28.1 (26.7-29.6)	26.7 (25.1 - 28.3)
E-cigarettes	20.6 (19.2-22.1)	19.4 (18.2-20.7)	21.7 (20.6-22.9)	22.2 (20.9-23.4)	21.9 (20.6-23.2)	20.1 (18.7 - 21.6)
Cigarettes	12.8 (11.7-14.0)	11.1 (10.2-12.1)	12.9 (12.0-13.9)	13.0 (12.0-14.1)	12.5 (11.5-13.6)	12.0 (10.9 - 13.2)
Cigars and cigarillos	9.8 (8.8-10.9)	8.4 (7.6-9.3)	9.7 (8.9-10.6)	10.0 (9.1-11.0)	8.9 (8.0-9.8)	9.1 (8.1 - 10.1)
Smokeless tobacco and chewing tobacco	3.3 (2.8-4.0)	3.0 (2.5-3.5)	2.8 (2.4-3.3)	2.8 (2.4-3.4)	3.1 (2.5-3.7)	2.9 (2.4 - 3.5)
Hookah	6.5 (5.6-7.4)	5.0 (4.4-5.7)	6.5 (5.8-7.2)	5.7 (5.1-6.5)	5.4 (4.8-6.2)	4.8 (4.1 - 5.5)
Pipe tobacco	1.7 (1.4-2.2)	1.9 (1.5-2.4)	2.1 (1.8-2.6)	2.1 (1.7-2.6)	1.7 (1.4-2.2)	2.0 (1.6 - 2.5)
Snus	1.2 (0.90-1.5)	1.1 (0.80-1.4)	1.3 (1.0-1.7)	1.3 (1.0-1.6)	1.4 (1.1-1.8)	1.4 (1.1 - 1.8)
Heated tobacco	1.8 (1.4-2.2)	1.7 (1.4-2.2)	2.5 (2.1-3.0)	2.3 (1.9-2.8)	2.2 (1.8-2.7)	2.1 (1.7 - 2.7)
OTDN (Nicotine Pouches and/or other forms)	1.8 (1.4-2.3)	1.9 (1.5-2.4)	2.9 (2.4-3.3)	NA	NA	NA
Nicotine Pouches <sup>1</sup>	NA	NA	NA	2.8 (2.3-3.3)	4.0 (3.4-4.6)	4.4 (3.8 - 5.1)
Other OTDN <sup>2</sup>	NA	NA	NA	2.2 (1.8-2.7)	2.1 (1.7-2.5)	2.6 (2.1 - 3.2)
	<b>Tobacco Product Ever Use: Youth (Age 13-17)</b>					
	<b>Weighted% (95% CI)</b>					
<b>Product Category</b>	<b>2020</b> (n = 3141)	<b>2021</b> (n = 3134)	<b>2022</b> (n = 3450)	<b>2023</b> (n = 3339)	<b>2024</b> (n=3147)	<b>2025</b> (n=2530)
Any tobacco	19.4 (17.7-21.2)	18.0 (16.4-19.6)	20.2 (18.7-21.8)	21.1 (19.5-22.8)	19.8 (18.2-21.5)	18.7 (16.9 - 20.6)
E-cigarettes	14.0 (12.6-15.6)	13.3 (12.0-14.7)	14.5 (13.3-15.9)	15.9 (14.5-17.3)	15.2 (13.7-16.7)	14.1 (12.5 - 15.8)
Cigarettes	7.4 (6.3-8.7)	6.5 (5.6-7.5)	7.8 (6.8-8.9)	8.1 (7.1-9.2)	7.6 (6.6-8.8)	7.3 (6.2 - 8.6)
Cigars and cigarillos	4.9 (4.1-5.8)	4.3 (3.5-5.2)	5.1 (4.4-6.1)	5.5 (4.7-6.5)	4.5 (3.7-5.4)	5.1 (4.2 - 6.3)

Smokeless tobacco and chewing tobacco	2.0 (1.5-2.7)	1.8 (1.3-2.4)	1.9 (1.5-2.4)	1.8 (1.4-2.4)	2.0 (1.4-2.6)	1.8 (1.3 - 2.5)
Hookah	2.4 (1.8-3.2)	2.2 (1.7-2.8)	3.5 (2.8-4.3)	3.0 (2.4-3.8)	2.9 (2.3-3.7)	2.4 (1.8 - 3.3)
Pipe tobacco	0.90 (0.60-1.4)	1.0 (0.68-1.5)	0.97 (0.66-1.4)	1.1 (0.81-1.6)	0.93 (0.60-1.4)	1.2 (0.83 - 1.9)
Snus	0.60 (0.40-1.0)	0.69 (0.43-1.1)	0.83 (0.55-1.2)	0.80 (0.53-1.2)	0.77 (0.48-1.2)	0.69 (0.41 - 1.1)
Heated tobacco	1.0 (0.70-1.4)	1.2 (0.82-1.6)	1.5 (1.1-2.0)	1.7 (1.2-2.2)	1.6 (1.1-2.2)	1.4 (0.99 - 2.1)
OTDN (Nicotine Pouches and/or other forms)	0.70 (0.50-1.2)	1.1 (0.71-1.5)	1.6 (1.2-2.1)	NA	NA	NA
Nicotine Pouches <sup>1</sup>	NA	NA	NA	1.3 (1.0-1.9)	2.0 (1.5-2.7)	2.5 (1.9 - 3.3)
Other OTDN <sup>2</sup>	NA	NA	NA	1.3 (0.90-1.8)	1.3 (0.94-1.9)	1.6 (1.1 - 2.3)
	<b>Tobacco Product Ever Use: Young Adults (Age 18-20)</b>					
	<b>Weighted% (95% CI)</b>					
<b>Product Category</b>	<b>2020</b> (n = 2111)	<b>2021</b> (n = 2253)	<b>2022</b> (n = 2435)	<b>2023</b> (n = 2319)	<b>2024</b> (n=2496)	<b>2025</b> (n=2378)
Any tobacco	44.6 (41.7-47.5)	40.8 (38.4-43.3)	45.6 (43.4-47.9)	46.4 (44.0-48.9)	44.8 (42.3-47.3)	43.2 (40.6 - 45.8)
E-cigarettes	33.2 (30.5-36.0)	31.0 (28.8-33.4)	36.1 (33.9-38.3)	34.8 (32.6-37.1)	35.2 (32.9-37.6)	32.5 (30.1 - 35.0)
Cigarettes	23.0 (20.7-25.5)	19.8 (17.9-21.8)	23.1 (21.3-25.1)	23.0 (21.0-25.1)	22.3 (20.3-24.5)	21.8 (19.7 - 24.1)
Cigars and cigarillos	19.1 (16.8-21.6)	16.3 (14.6-18.2)	18.8 (17.1-20.6)	19.0 (17.2-21.0)	17.6 (15.8-19.5)	17.2 (15.3 - 19.3)
Smokeless tobacco and chewing tobacco	5.8 (4.6-7.2)	5.2 (4.3-6.4)	4.8 (3.9-5.8)	4.9 (4.0-6.0)	5.2 (4.2-6.6)	5.2 (4.2 - 6.4)
Hookah	14.2 (12.1-16.4)	10.5 (9.1-12.0)	12.4 (10.9-14.0)	11.3 (9.8-12.9)	10.4 (9.0-12.0)	9.6 (8.2 - 11.2)
Pipe tobacco	3.2 (2.4-4.3)	3.6 (2.8-4.7)	4.4 (3.6-5.4)	4.1 (3.3-5.2)	3.3 (2.5-4.3)	3.6 (2.7 - 4.7)
Snus	2.2 (1.5-3.1)	1.8 (1.3-2.6)	2.3 (1.7-3.1)	2.2 (1.6-3.0)	2.6 (1.9-3.6)	2.9 (2.2 - 3.9)
Heated tobacco	3.3 (2.5-4.3)	2.8 (2.2-3.7)	4.6 (3.8-5.7)	3.6 (2.8-4.7)	3.4 (2.6-4.5)	3.5 (2.6 - 4.7)
OTDN (Nicotine Pouches and/or other forms)	3.9 (2.9-5.0)	3.6 (2.7-4.6)	5.5 (4.5-6.5)	NA	NA	NA
Nicotine Pouches <sup>1</sup>	NA	NA	NA	5.6 (4.6-6.9)	7.9 (6.7-9.3)	8.5 (7.2 - 10.0)
Other OTDN <sup>2</sup>	NA	NA	NA	4.00 (3.20-5.10)	3.61 (2.85-4.57)	4.6 (3.6 - 6.0)

*Note.* For each product category, ever use was determined by asking, “Have you ever used [...], even once or twice?”. ‘Any Tobacco’ was defined as ever use of one or more of the respective tobacco products. Values represent weighted proportions, incl. confidence intervals (%) and unweighted sample sizes (n).

<sup>1</sup>Ever use (Nicotine Pouches): % participants who ever used nicotine pouches even once. This measure was newly implemented beginning Quarter 1 of 2023 and asked among participants aware of nicotine pouches via the question: “Have you ever used nicotine pouches, even just one time?”. No data available prior to 2023.

<sup>2</sup>Ever use (Other OTDN): % participants who ever used OTDN products that are not nicotine pouches but might come in the form of non-medical lozenges, gum, or tablets. This measure was newly implemented beginning Quarter 1 of 2023 and asked among participants aware of other forms of OTDN products via the question: “Have you ever used an oral nicotine product in the form of non-medical lozenges, gum, tablets, and/or gummies, even just one time?”. No data available prior to 2023.

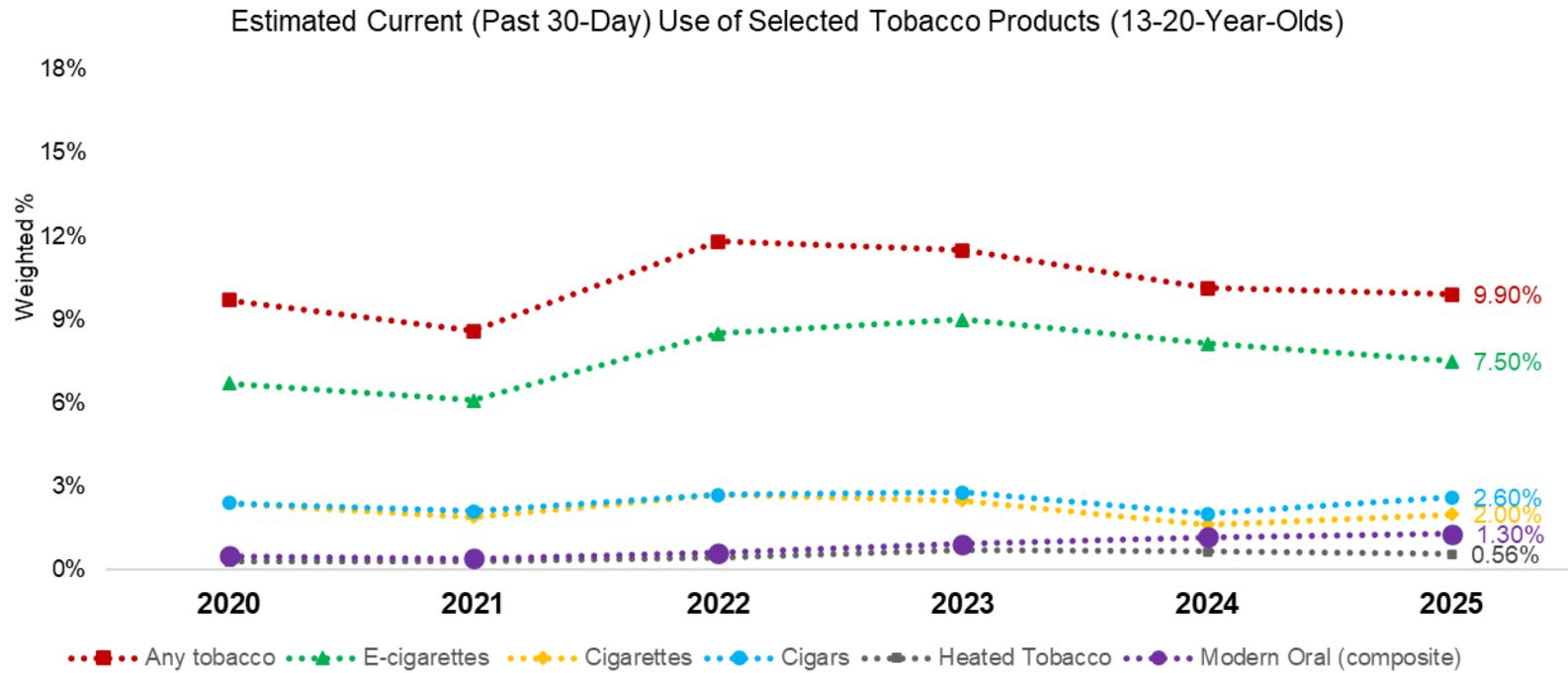
Abbreviations: CI = Confidence interval, OTDN = Oral tobacco-derived nicotine, NA = Not assessed.

### **Current (Past 30-day) Use of Tobacco Products**

Current use was defined as use of a tobacco product on one or more days during the past 30 days and assessed via a series of questions listed in the table above. For example, responses such as “earlier today,” “not today but sometime during the past 7 days,” and “Not during the past 7 days but sometime during the past 30 days” were categorized as current use. Current use of any tobacco was defined as the use of one or more of the nine tobacco product categories assessed during the past 30 days.

Current use of one or more tobacco products among 13- to 20-year-olds declined slightly from 10.1% in 2024 to 9.9% in 2025 (Table 3). Across the study period, e-cigarettes were the most commonly used tobacco product among both youth and young adults, followed by cigars, cigarettes, and oral nicotine products (e.g., nicotine pouches and other forms; Figure 3, Table 3).

Past 30-day e-cigarette use showed divergent patterns by age group: use increased slightly among youth from 4.6% in 2024 to 4.9% in 2025, while a larger decline was observed among young adults, from 15.2% to 12.9% over the same period. Although awareness of oral nicotine products increased overall among 13- to 20-year-olds in 2025 (Table 1), current use remained low and relatively stable, at 1.2% in 2024 and 1.3% in 2025 (Table 3).



**Figure 3.** Estimated past 30-day use (weighted %) of selected tobacco products. Data from the ALCS UTUS, May 2020 to November 2025. Lines in chart represent weighted proportions of underage individuals (13-20) who reported current (past 30-day) use of selected tobacco products. ‘Modern Oral (composite)’ comprises nicotine pouches and/or other forms of non-medical oral nicotine products, such as lozenges, gums, tablets, or gummies (dashed purple line).

**Table 3**

*Estimated Proportion of 13- to 20-year-Olds Who Reported Current (Past 30-Day) Tobacco Product Use, by Product Category and Age Group - Underage Tobacco Use Survey, May 2020 - November 2025*

	<b>Tobacco Product Current (Past 30-Day) Use: Overall (Age 13-20)</b>					
	<b>Weighted% (95% CI)</b>					
<b>Product Category</b>	<b>2020</b> (n = 5252)	<b>2021</b> (n = 5387)	<b>2022</b> (n = 5885)	<b>2023</b> (n = 5658)	<b>2024</b> (n = 5643)	<b>2025</b> (n=4908)
Any tobacco	9.7 (8.7-10.8)	8.6 (7.8-9.5)	11.8 (10.9-12.8)	11.5 (10.6-12.5)	10.1 (9.2-11.1)	9.9 (8.9 - 11.0)
E-cigarettes	6.7 (5.9-7.6)	6.1 (5.4-6.8)	8.5 (7.7-9.3)	9.0 (8.2-9.8)	8.1 (7.3-9.0)	7.5 (6.7 - 8.4)
Cigarettes	2.4 (2.0-3.0)	1.9 (1.5-2.3)	2.7 (2.2-3.2)	2.5 (2.0-3.0)	1.6 (1.3-2.1)	2.0 (1.6 - 2.5)
Cigars and cigarillos	2.4 (1.9-3.0)	2.1 (1.7-2.6)	2.7 (2.3-3.2)	2.8 (2.4-3.3)	2.0 (1.6-2.5)	2.6 (2.0 - 3.2)
Smokeless tobacco and chewing tobacco	0.50 (0.40-0.80)	0.40 (0.26-0.63)	0.40 (0.27-0.60)	0.34 (0.21-0.55)	0.31 (0.16-0.59)	0.39 (0.22 - 0.68)
Hookah	1.4 (1.1-2.0)	0.68 (0.48-0.96)	1.2 (0.88-1.5)	0.85 (0.62-1.2)	0.84 (0.59-1.2)	0.81 (0.54 - 1.2)
Pipe tobacco	0.50 (0.30-0.70)	0.21 (0.12-0.39)	0.34 (0.21-0.56)	0.50 (0.33-0.77)	0.46 (0.28-0.75)	0.34 (0.19 - 0.63)
Snus	0.20 (0.10-0.50)	0.14 (0.05-0.35)	0.26 (0.15-0.45)	0.22 (0.12-0.42)	0.31 (0.17-0.59)	0.32 (0.18 - 0.57)
Heated tobacco	0.30 (0.20-0.40)	0.32 (0.19-0.52)	0.44 (0.29-0.67)	0.74 (0.51-1.1)	0.66 (0.44-0.99)	0.56 (0.35 - 0.87)
OTDN (Nicotine Pouches and/or other forms)	0.50 (0.30-0.80)	0.41 (0.25-0.68)	0.61 (0.43-0.85)	0.94 (0.68-1.3)	1.2 (0.90-1.5)	1.3 (1.0 - 1.8)
	<b>Tobacco Product Current (Past 30-Day) Use: Youth (Age 13-17)</b>					
	<b>Weighted% (95% CI)</b>					
<b>Product Category</b>	<b>2020</b> (n = 3141)	<b>2021</b> (n = 3134)	<b>2022</b> (n = 3450)	<b>2023</b> (n = 3339)	<b>2024</b> (n=3147)	<b>2025</b> (n=2530)
Any tobacco	5.1 (4.3-6.1)	5.1 (4.2-6.0)	7.5 (6.5-8.6)	7.1 (6.2-8.2)	5.7 (4.8-6.7)	6.3 (5.2 - 7.5)
E-cigarettes	3.6 (3.0-4.5)	3.4 (2.8-4.2)	5.4 (4.6-6.4)	5.7 (4.9-6.7)	4.6 (3.8-5.5)	4.9 (4.0 - 6.0)
Cigarettes	1.1 (0.70-1.7)	0.96 (0.64-1.4)	1.2 (0.84-1.7)	1.6 (1.1-2.2)	0.77 (0.49-1.2)	1.1 (0.67 - 1.7)
Cigars and cigarillos	1.1 (0.70-1.5)	1.2 (0.84-1.8)	1.3 (0.90-1.8)	1.6 (1.2-2.2)	1.1 (0.73-1.7)	1.8 (1.2 - 2.6)
Smokeless tobacco and chewing tobacco	0.30 (0.20-0.60)	0.16 (0.06-0.39)	0.34 (0.19-0.60)	0.24 (0.11-0.54)	0.13 (0.04-0.43)	0.33 (0.14 - 0.80)

Hookah	0.60 (0.30-1.0)	0.33 (0.17-0.63)	0.71 (0.45-1.1)	0.54 (0.31-0.93)	0.63 (0.36-1.1)	0.54 (0.26 - 1.1)
Pipe tobacco	0.20 (0.10-0.40)	0.01 (<0.01-0.09)	0.19 (0.07-0.49)	0.30 (0.16-0.58)	0.40 (0.20-0.83)	0.38 (0.17 - 0.82)
Snus	0.10 (0.00-0.40)	0.18 (0.06-0.53)	0.18 (0.07-0.44)	0.20 (0.08-0.49)	0.18 (0.06-0.55)	0.25 (0.10 - 0.64)
Heated tobacco	0.10 (0.10-0.30)	0.22 (0.10-0.50)	0.21 (0.09-0.49)	0.44 (0.25-0.78)	0.55 (0.32-0.96)	0.47 (0.23 - 0.94)
OTDN (Nicotine Pouches and/or other forms)	0.20 (0.10-0.60)	0.15 (0.06-0.36)	0.30 (0.15-0.58)	0.45 (0.25-0.80)	0.68 (0.40-1.2)	1.0 (0.65 - 1.6)
	<b>Tobacco Product Current (Past 30-Day) Use: Young Adults (Age 18-20)</b> <b>Weighted% (95% CI)</b>					
<b>Product Category</b>	<b>2020</b> (n = 2111)	<b>2021</b> (n = 2253)	<b>2022</b> (n = 2435)	<b>2023</b> (n = 2319)	<b>2024</b> (n=2496)	<b>2025</b> (n=2378)
Any tobacco	18.4 (16.2-20.7)	15.3 (13.6-17.2)	20.3 (18.5-22.3)	20.4 (18.6-22.4)	19.0 (17.2-21.1)	17.4 (15.6 - 19.4)
E-cigarettes	12.5 (10.8-14.5)	11.1 (9.7-12.8)	14.5 (13.0-16.2)	15.6 (14.0-17.3)	15.2 (13.6-17.1)	12.9 (11.3 - 14.6)
Cigarettes	4.9 (3.9-6.3)	3.6 (2.8-4.7)	5.6 (4.6-6.8)	4.3 (3.4-5.3)	3.4 (2.6-4.4)	4.0 (3.0 - 5.2)
Cigars and cigarillos	4.8 (3.6-6.3)	3.7 (2.9-4.7)	5.6 (4.6-6.8)	5.2 (4.2-6.4)	3.8 (3.1-4.8)	4.2 (3.2 - 5.3)
Smokeless tobacco and chewing tobacco	1.0 (0.60-1.6)	0.87 (0.52-1.4)	0.53 (0.31-0.93)	0.54 (0.32-0.92)	0.66 (0.30-1.5)	0.51 (0.30 - 0.88)
Hookah	3.1 (2.3-4.3)	1.4 (0.90-2.0)	2.0 (1.5-2.8)	1.5 (1.0-2.2)	1.3 (0.79-2.0)	1.4 (0.87 - 2.2)
Pipe tobacco	1.0 (0.60-1.7)	0.60 (0.33-1.1)	0.66 (0.39-1.1)	0.91 (0.55-1.5)	0.56 (0.30-1.0)	0.27 (0.13 - 0.56)
Snus	0.50 (0.20-1.0)	0.06 (0.02-0.24)	0.42 (0.22-0.82)	0.26 (0.11-0.61)	0.59 (0.29-1.2)	0.47 (0.25 - 0.89)
Heated tobacco	0.50 (0.30-1.0)	0.50 (0.28-0.87)	0.90 (0.58-1.4)	1.3 (0.86-2.1)	0.89 (0.51-1.6)	0.74 (0.45 - 1.2)
OTDN (Nicotine Pouches and/or other forms)	1.0 (0.60-1.7)	0.91 (0.50-1.6)	1.2 (0.84-1.8)	1.9 (1.3-2.8)	2.2 (1.6-2.9)	2.0 (1.4 - 2.7)

*Note.* For each product category, current use was determined by asking, “When was the last time you used [...], even once or twice?”. ‘Any Tobacco’ was defined as use of one or more of the respective tobacco products on  $\geq 1$  day during the past 30 days. ‘OTDN’ category includes nicotine pouches and other forms of non-medical oral nicotine products. Values represent weighted proportions, incl. confidence intervals (%) and unweighted sample sizes (n).

Abbreviations: CI = confidence interval, OTDN = Oral tobacco-derived nicotine.

## Considerations

Methodological differences limit direct comparisons between the Underage Tobacco Use Survey (UTUS) and other national surveys, such as the National Youth Tobacco Survey (NYTS). These differences include the timing of data collection, survey setting (household-based versus school-based), populations surveyed (household-dwelling individuals versus school-attending individuals), and modes of administration. Despite these limitations, UTUS findings are generally consistent with those from other national surveys in several key respects. For example, e-cigarettes were identified as the most commonly used tobacco product among underage individuals, whereas use of smokeless tobacco (chew/snuff/dip), snus, pipe tobacco, and heated tobacco products was less common. In addition, young adults aged 18–20 years were generally more likely to use tobacco products than youth aged 13–17 years.

Although direct comparisons should be interpreted with caution, in 2024, 1.8% of middle and high school students reported past 30-day nicotine pouch use in the NYTS (Jamal et al., 2024<sup>2</sup>), compared with 1.2% of 13- to 20-year-olds in the UTUS. Notably, nicotine pouch use was more prevalent among young adults aged 18–20 years—a population uniquely captured by the UTUS—with a prevalence of 2.2% (see Table 3).

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<sup>2</sup> Jamal, A., et al. (2024). "Tobacco Product Use Among Middle and High School Students - National Youth Tobacco Survey, United States, 2024." *MMWR Morb Mortal Wkly Rep* 73(41): 917-924.