



# **Role of Flavor Variety in Tobacco Harm Reduction**

## **A Fresh Look**

**Elizabeth Becker** | Sr. Director, Population Science

June 20, 2025



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## **Landscape: Flavored tobacco products in the U.S. marketplace**

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## **Benefit: Role of flavors in switching among adults who smoke**

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## **Risk: Underage use trends**

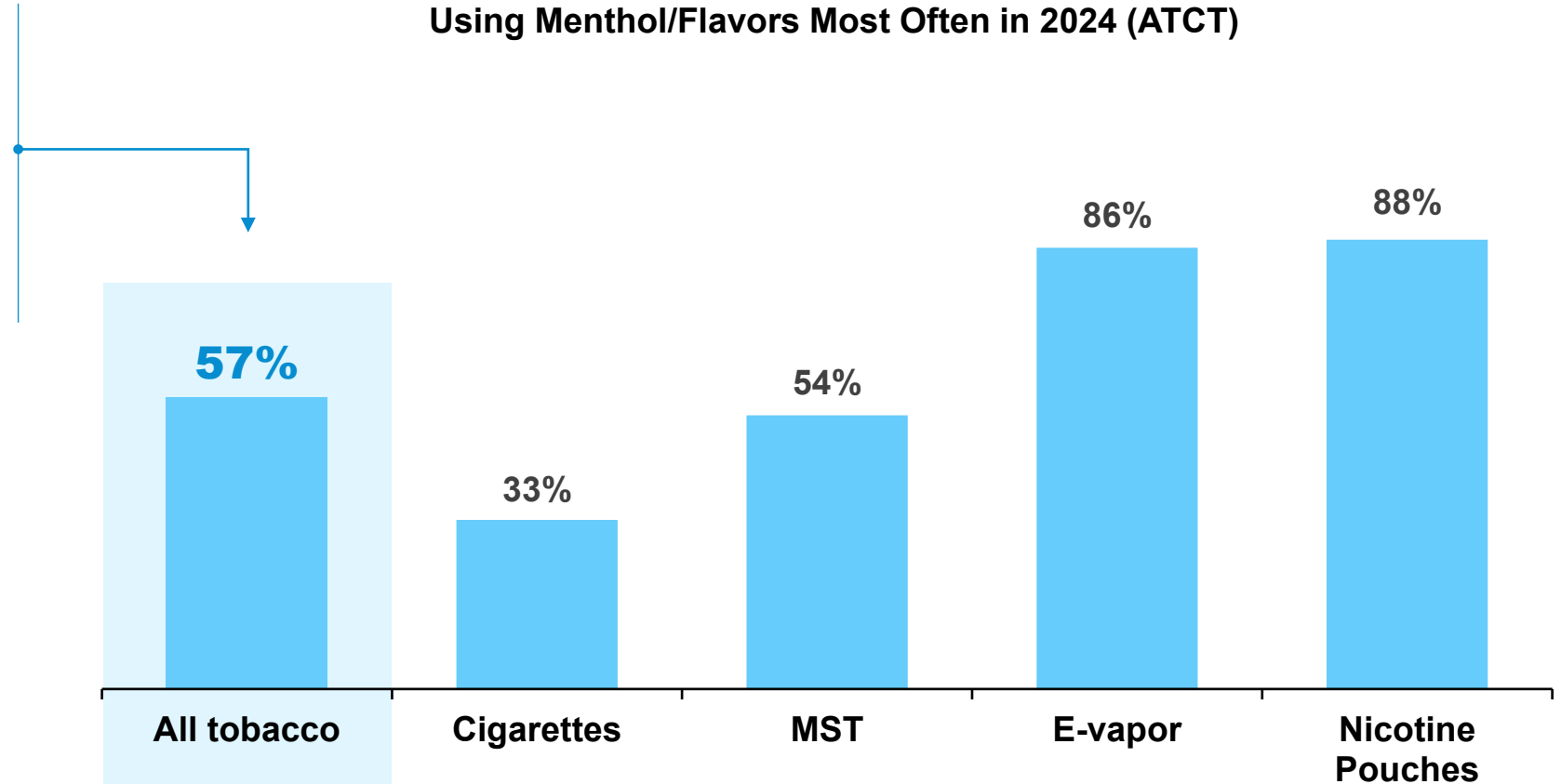
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# Large Proportions of Adult Tobacco Consumers Prefer Flavors

Of the approximately 49 million adult tobacco consumers in the US, **about 28 million, or 57%, use flavors most often**

Percentage of ATCs by Category  
Using Menthol/Flavors Most Often in 2024 (ATCT)



Source: ALCS Adult Tobacco Consumer Tracker (2025-AH-29 ATCT)



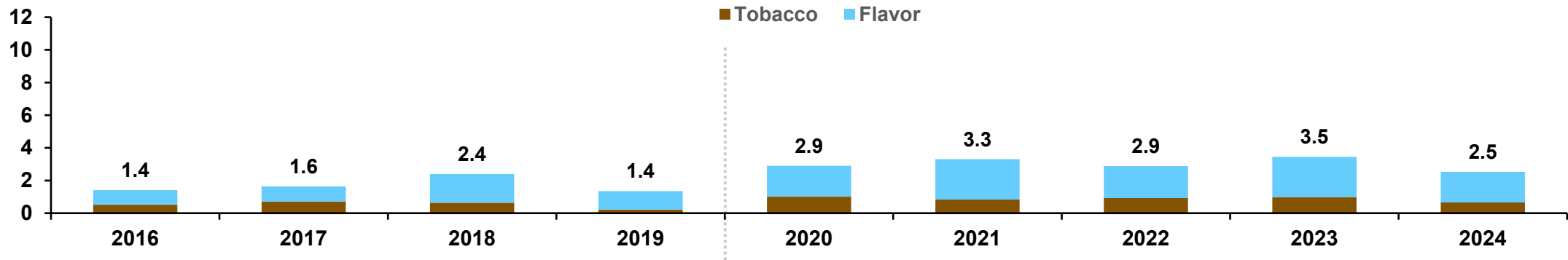
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# Adult Tobacco Consumer Demand for Flavor Is Strong

Number of Adults (millions)

**Cartridge/Pod E-Vapor Variety Used Most Often: Tobacco or Flavor**



Source: ALCS Adult Tobacco Consumer Tracker (2025-AH-29 ATCT). Among current cartridge/pod e-vapor users. Flavor questions modified for 2019, 2023 data collection. E-Vapor flavors: menthol, mint, coffee, mocha crème or chai, fruit, blend of different flavors. 2023 data are based on 10 moving months instead of 12.

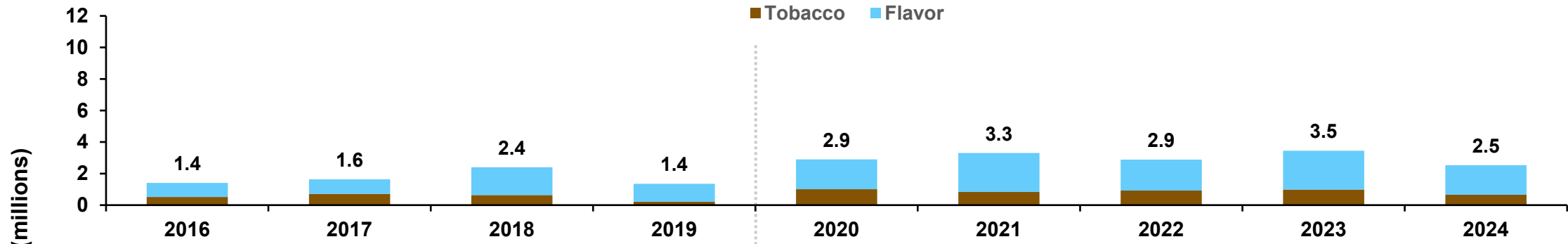


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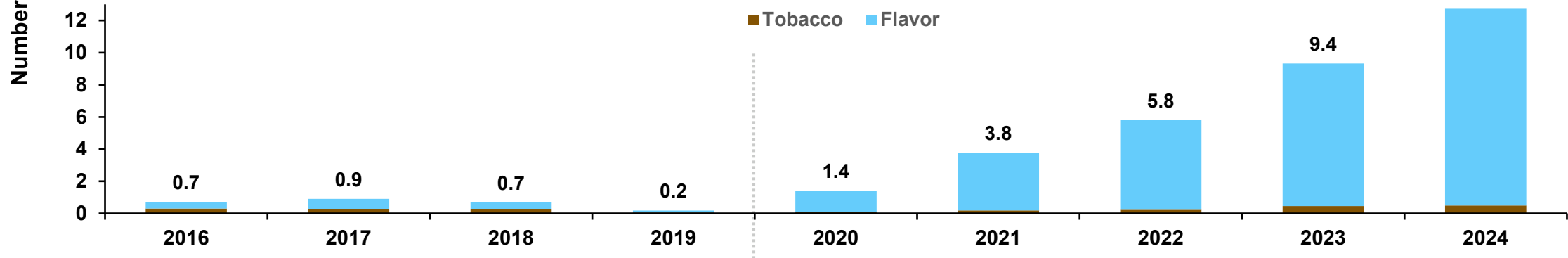
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**Cartridge/Pod E-Vapor Variety Used Most Often: Tobacco or Flavor**



**Disposable E-Vapor Variety Used Most Often: Tobacco or Flavor**



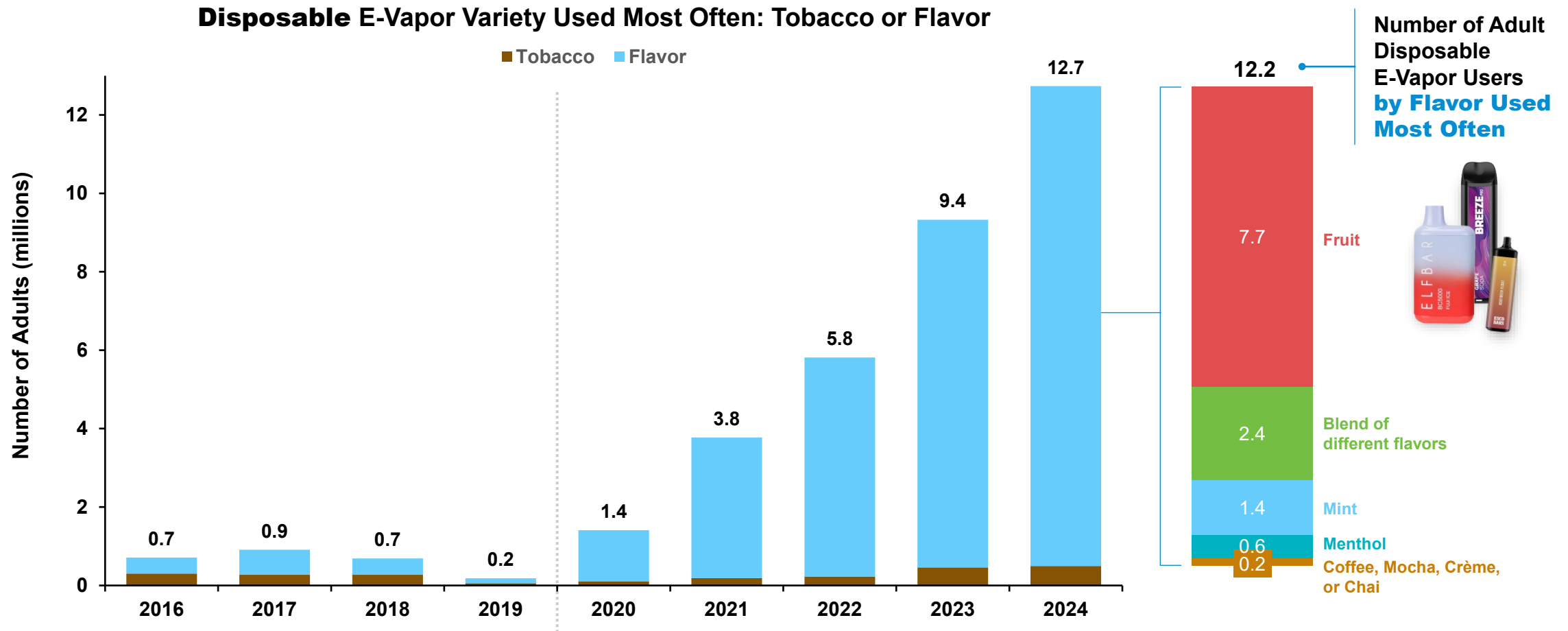
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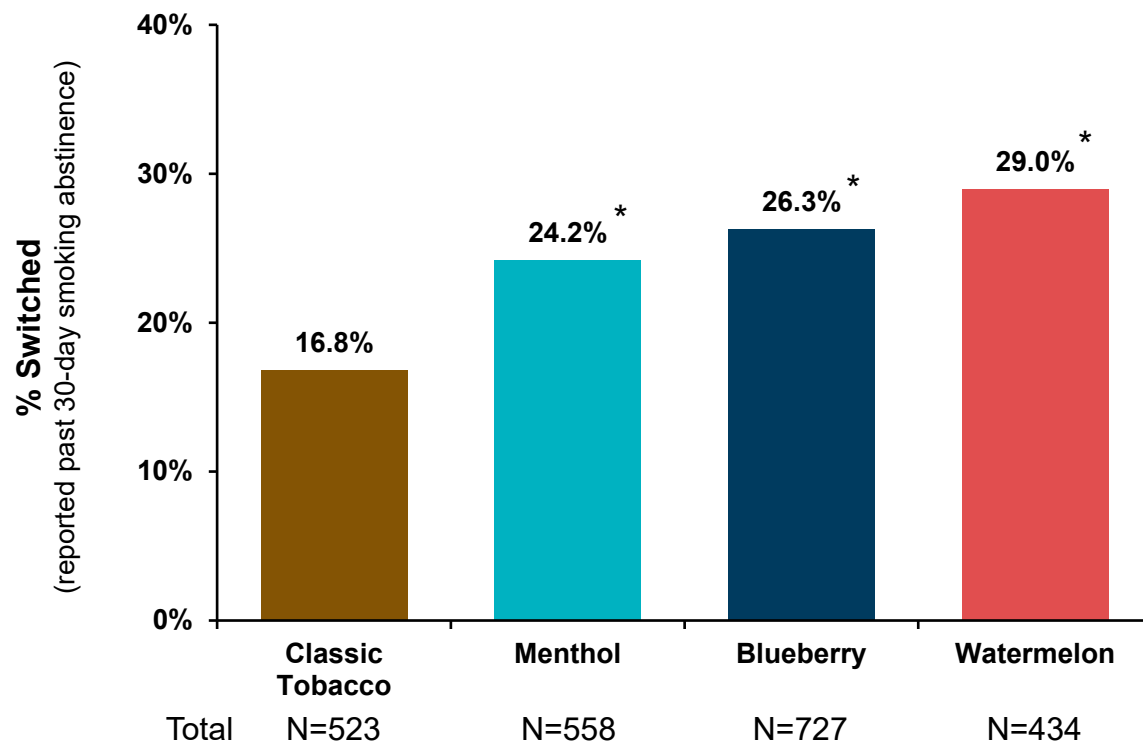
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# Flavor Plays Important Role in Switching NJOY® E-vapor

Findings from an In-Market Longitudinal Cohort Study

**Complete Switching at 3 Months  
by Initial Flavor Used**  
*(based on those completing the survey at 3 months)*



\* Indicates statistically significant difference compared to Classic Tobacco



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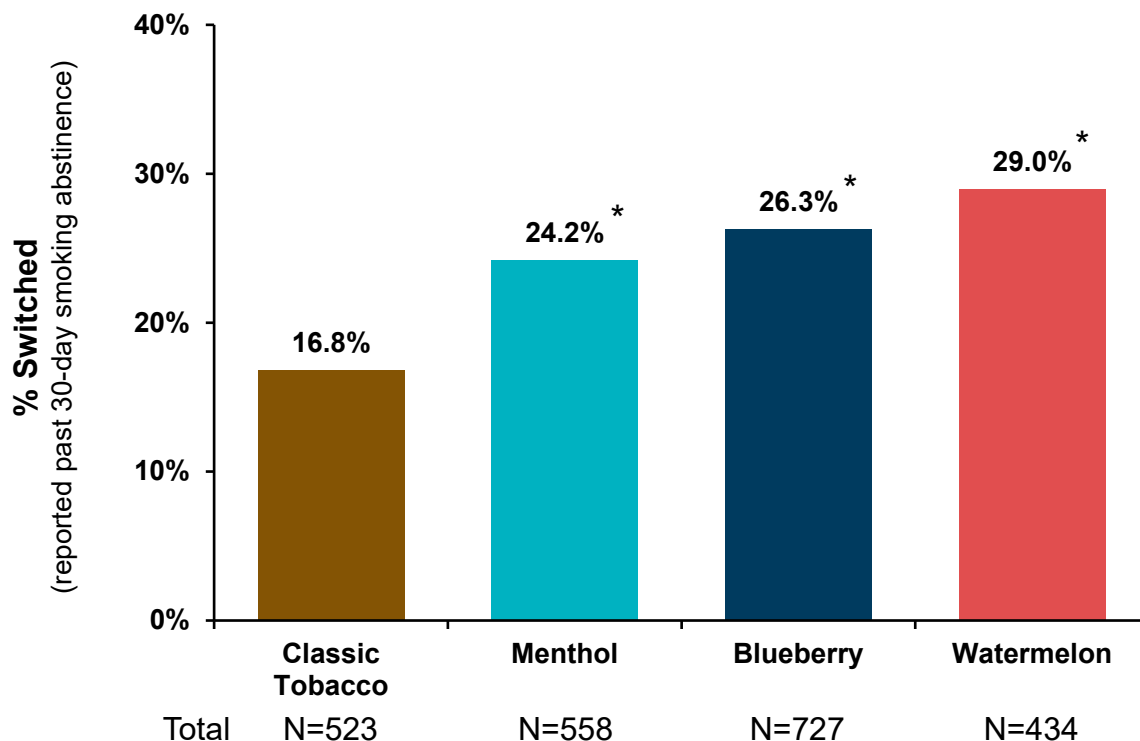
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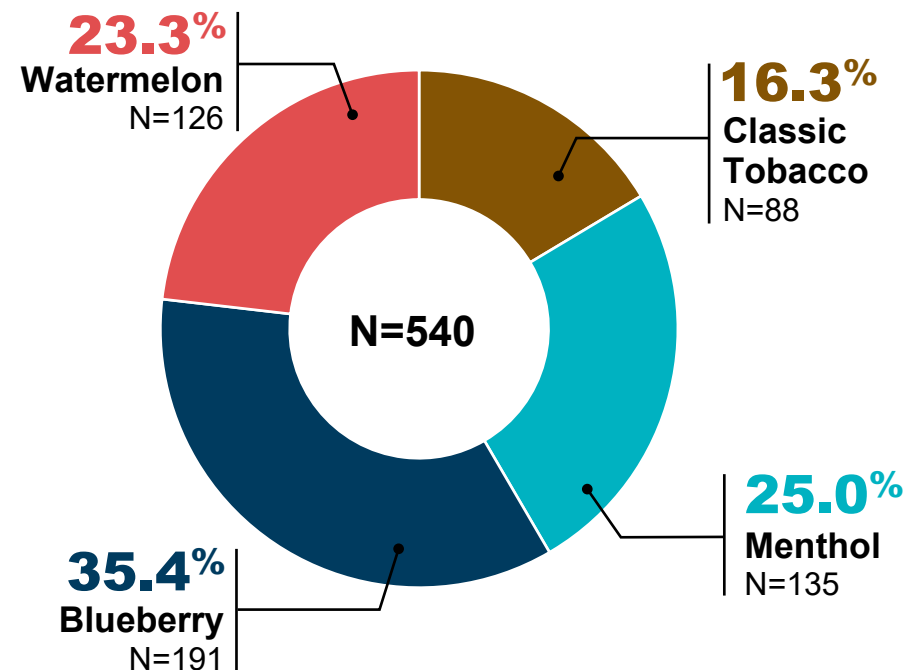
## Complete Switching at 3 Months by Initial Flavor Used

(based on those completing the survey at 3 months)



## Proportion of Complete Switchers at 3 Months by Initial Flavor Used

(based on those completing the survey at 3 months)



\* Indicates statistically significant difference compared to Classic Tobacco



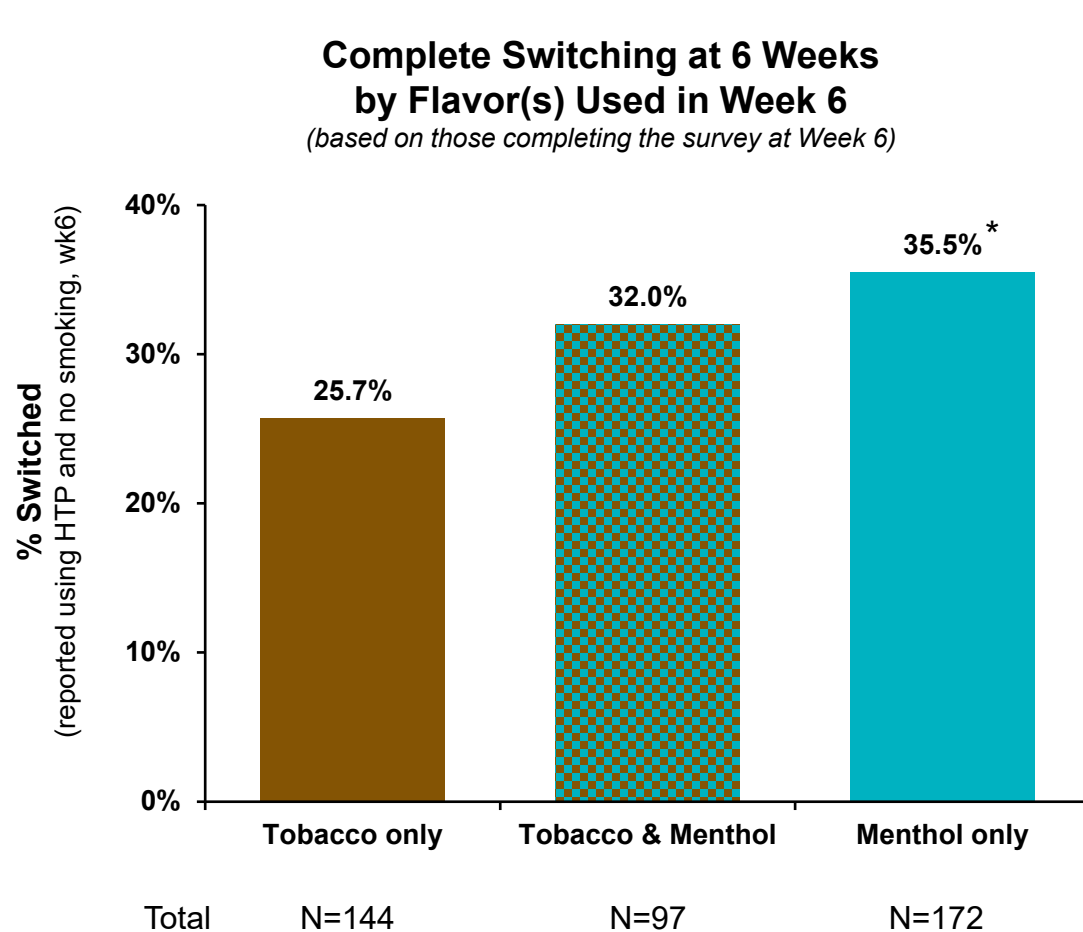
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# Flavor Plays Important Role in Switching Ploom® HTP System

Findings from *ad libitum*, extended at-home Actual Use Study



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Horizon Innovations LLC is a joint venture between Philip Morris USA Inc. and JTI (US) Holding Inc. for the commercialization of Ploom® in the U.S. market.



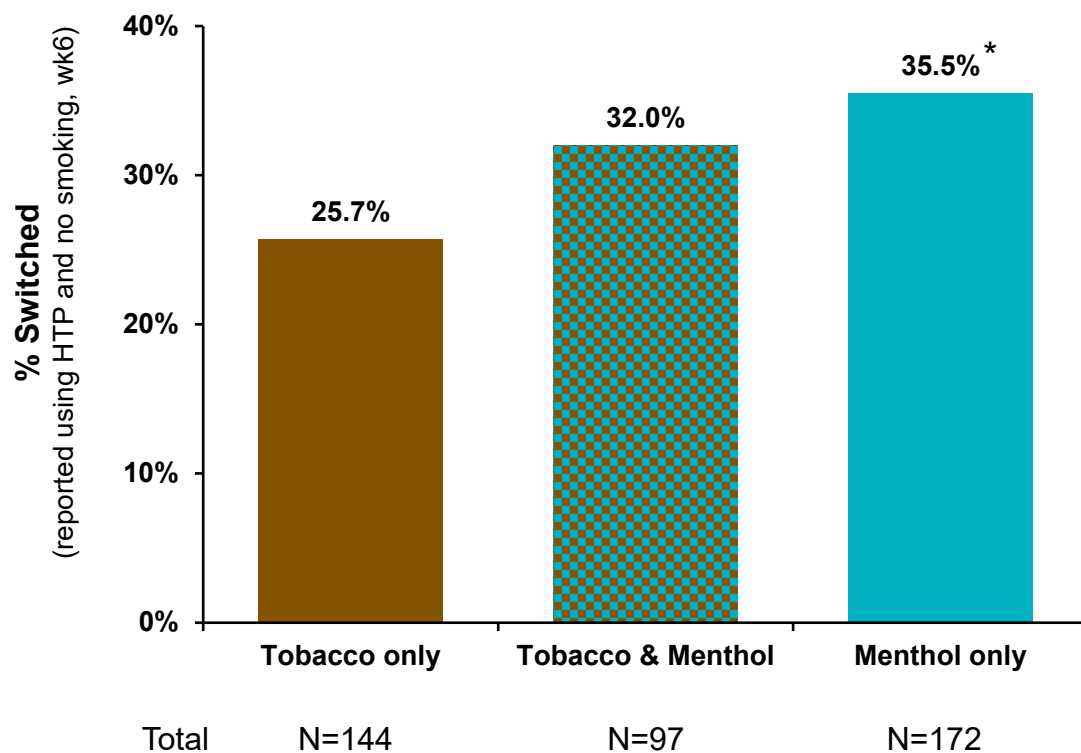
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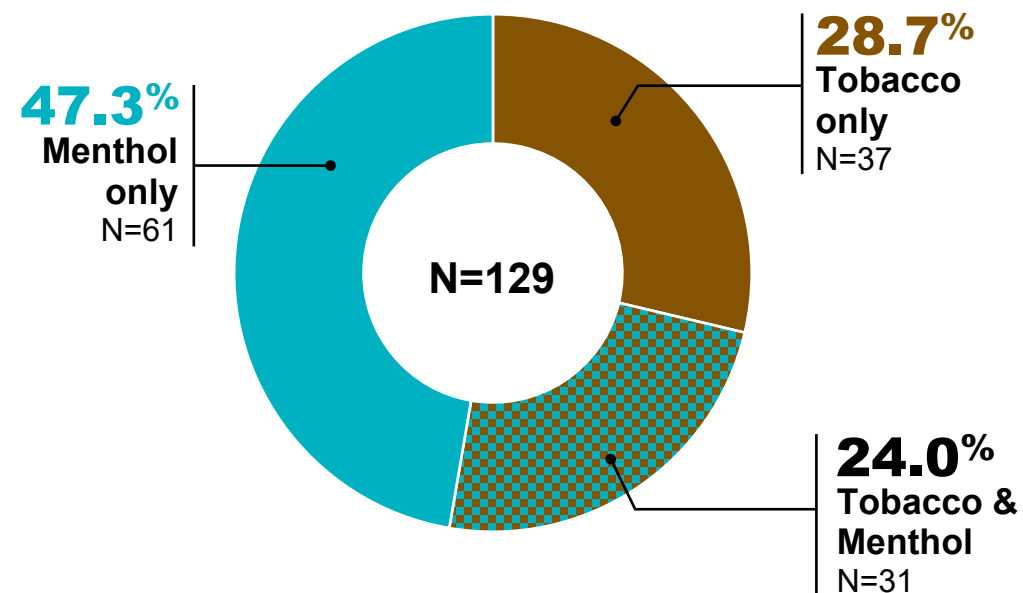
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**Complete Switching at 6 Weeks  
by Flavor(s) Used in Week 6**  
(based on those completing the survey at Week 6)



**Proportion of Complete Switchers at 6 Weeks  
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# Flavor Plays Important Role in Liking and Smoke-free Days on!® Nicotine Pouch

Findings from a Randomized Controlled Study



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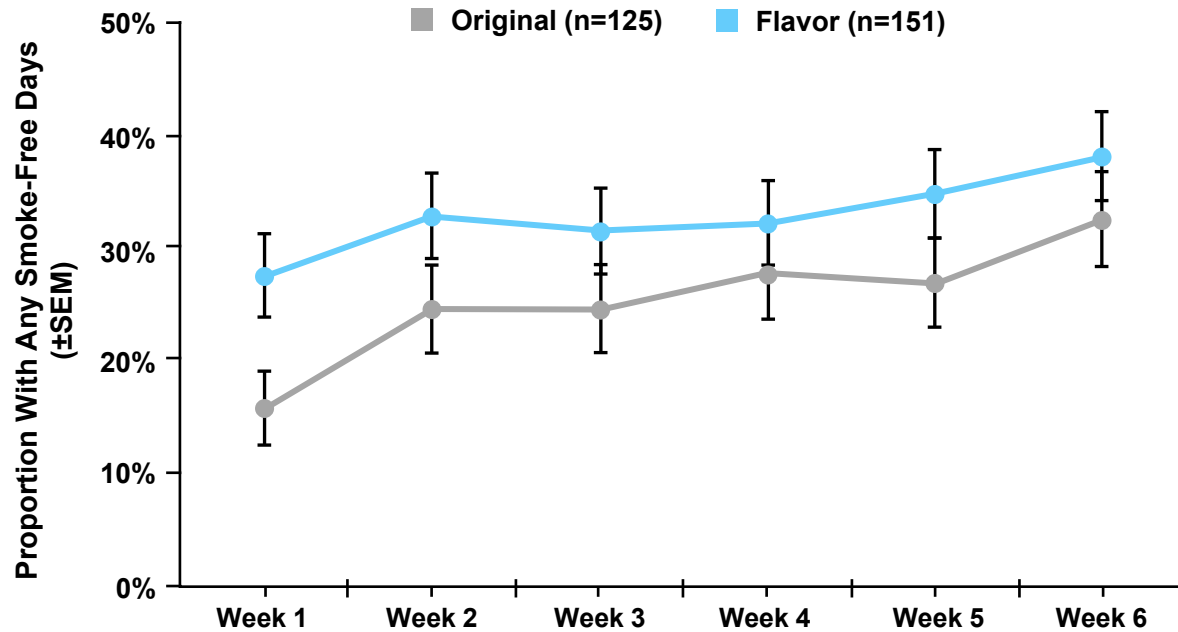
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Proportion of Participants with Any Smoke-Free Days



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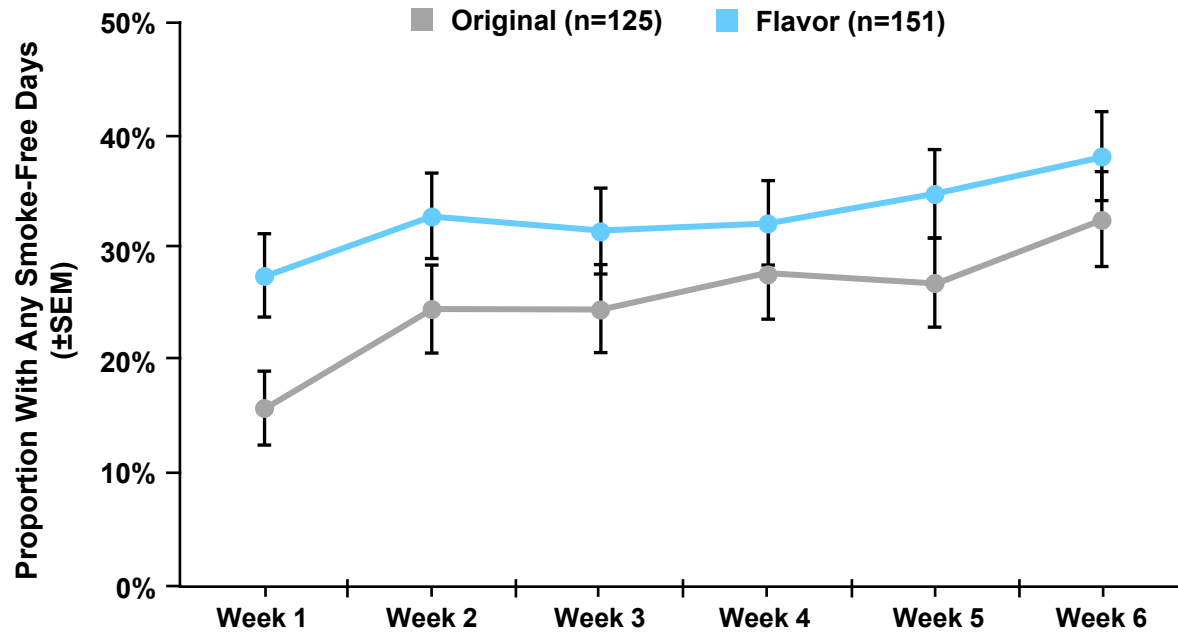
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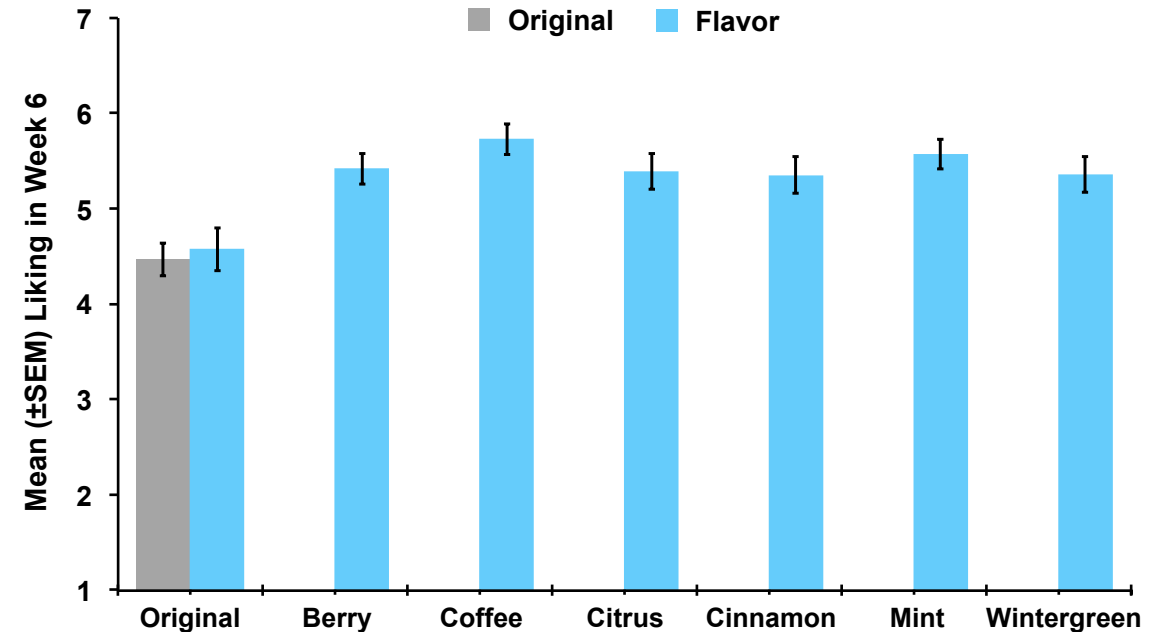
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Product Liking at Week 6



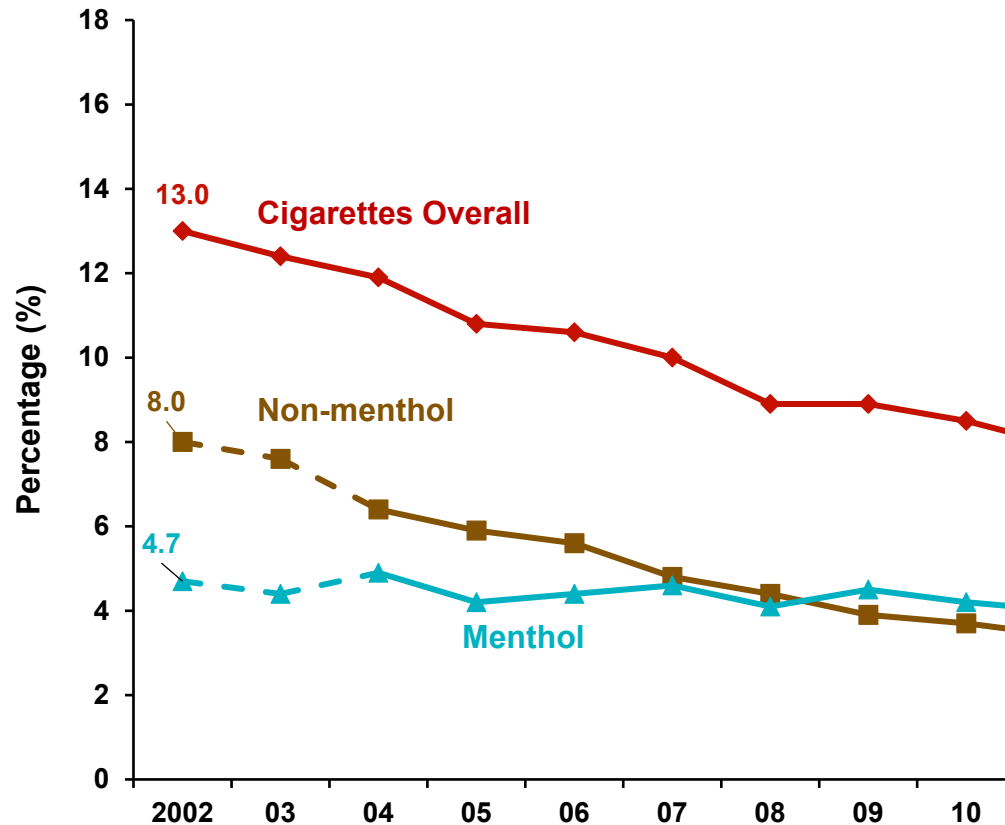
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A BRIEF LOOK BACK:

# Public Health Concern for Menthol Cigarettes as a “Starter Product”

Current Cigarette Smoking among 12–17-year-olds  
Overall and by Menthol/Non-Menthol Type (NSDUH)



From the available studies, the weight of evidence supports the conclusion that **menthol in cigarettes is likely associated with increased initiation and progression to regular cigarette smoking.**

FDA. Preliminary Scientific Evaluation of the Possible Public Health Effects of Menthol Versus Nonmenthol Cigarettes, 2013 (p. 5); “of” omitted

NSDUH: National Survey on Drug Use and Health.

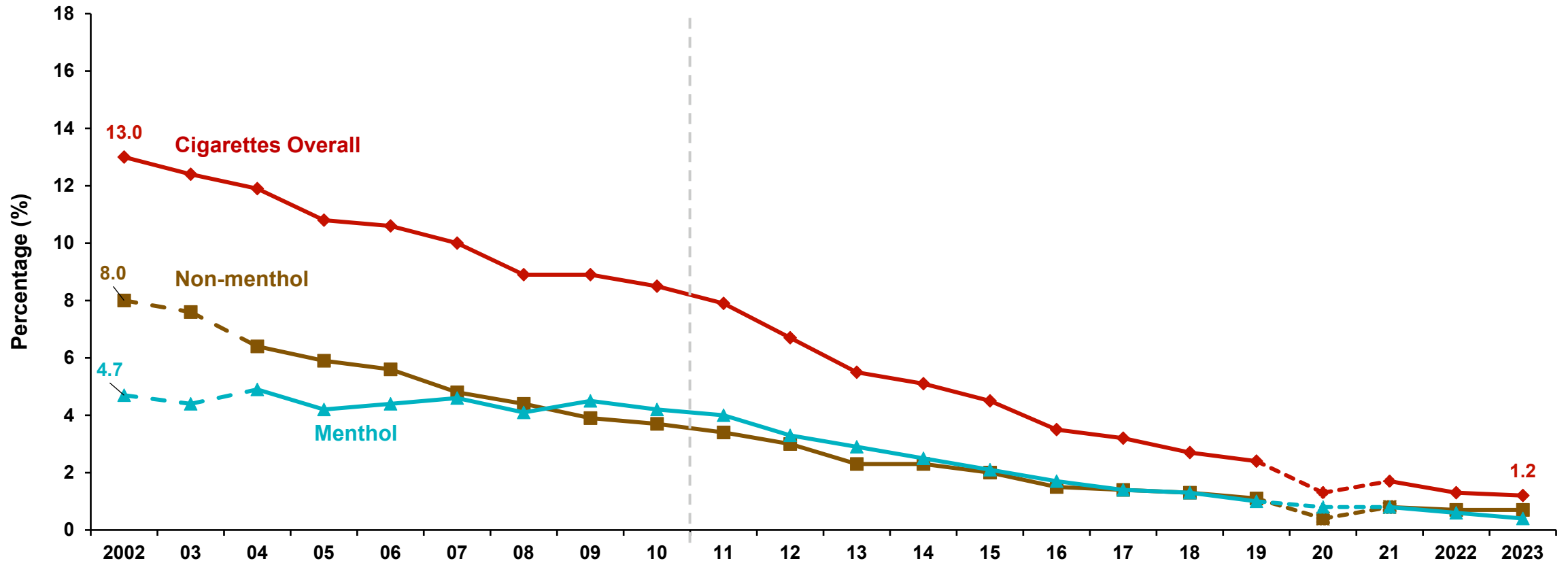


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# Youth Smoking Has Declined Substantially Despite the Availability of Menthol Cigarettes

Current Cigarette Smoking among 12–17-year-olds  
Overall and by Menthol/Non-Menthol Type (NSDUH)



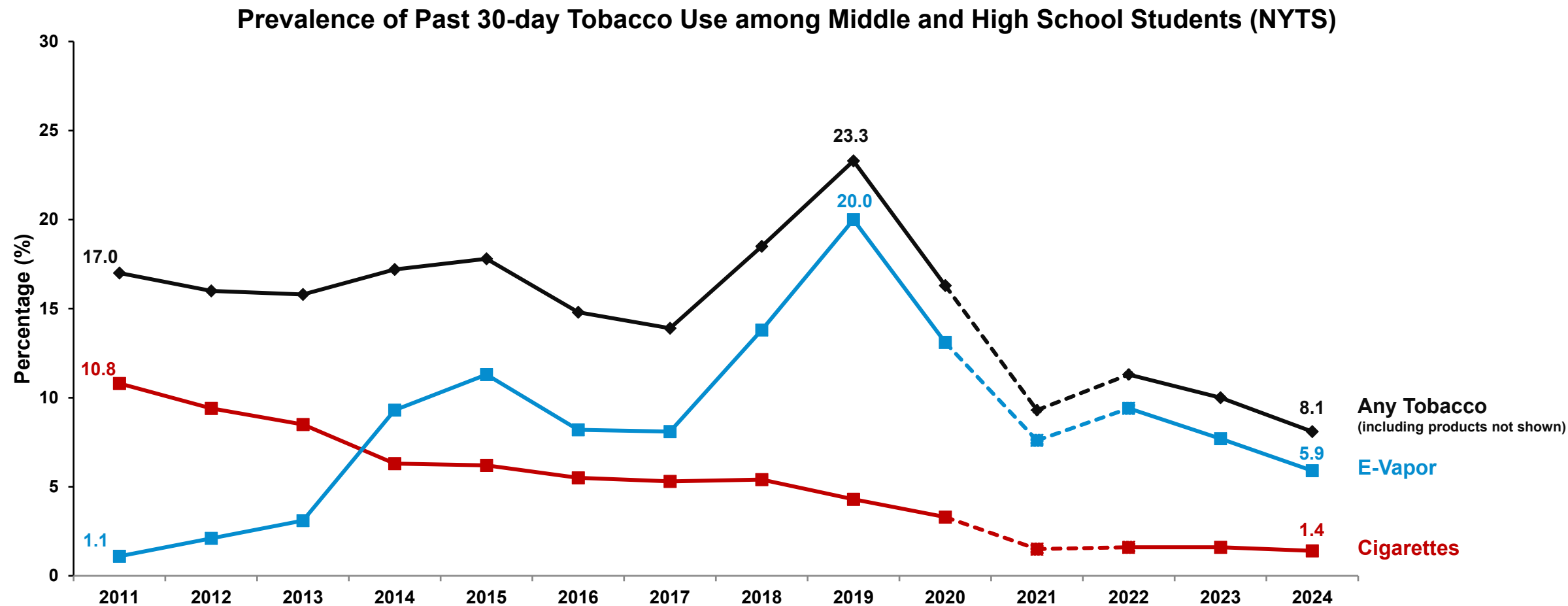
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# Youth E-vapor Use Has Declined Significantly Despite *Larger* Proportion of Flavor Use Compared to the Recent Peak Year



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 [Notes from the Field: E-Cigarette and Nicotine Pouch Use Among Middle and High School Students — United States, 2024](#)

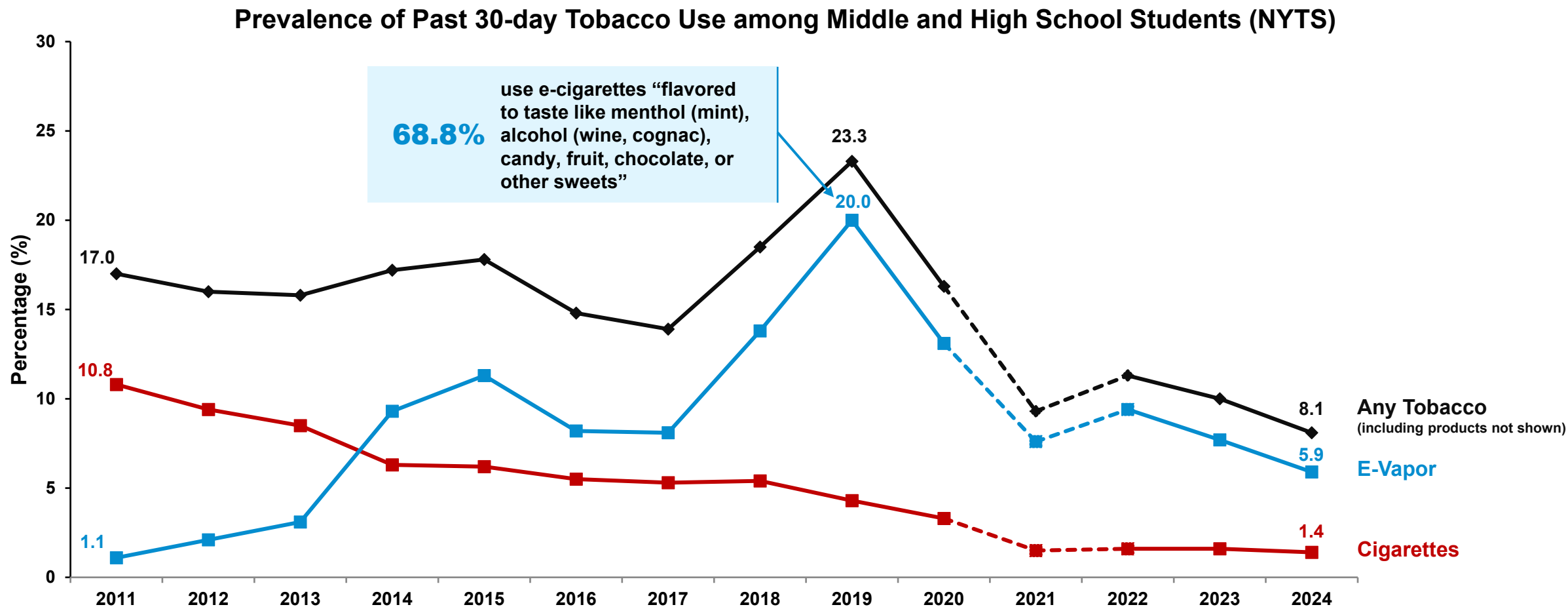


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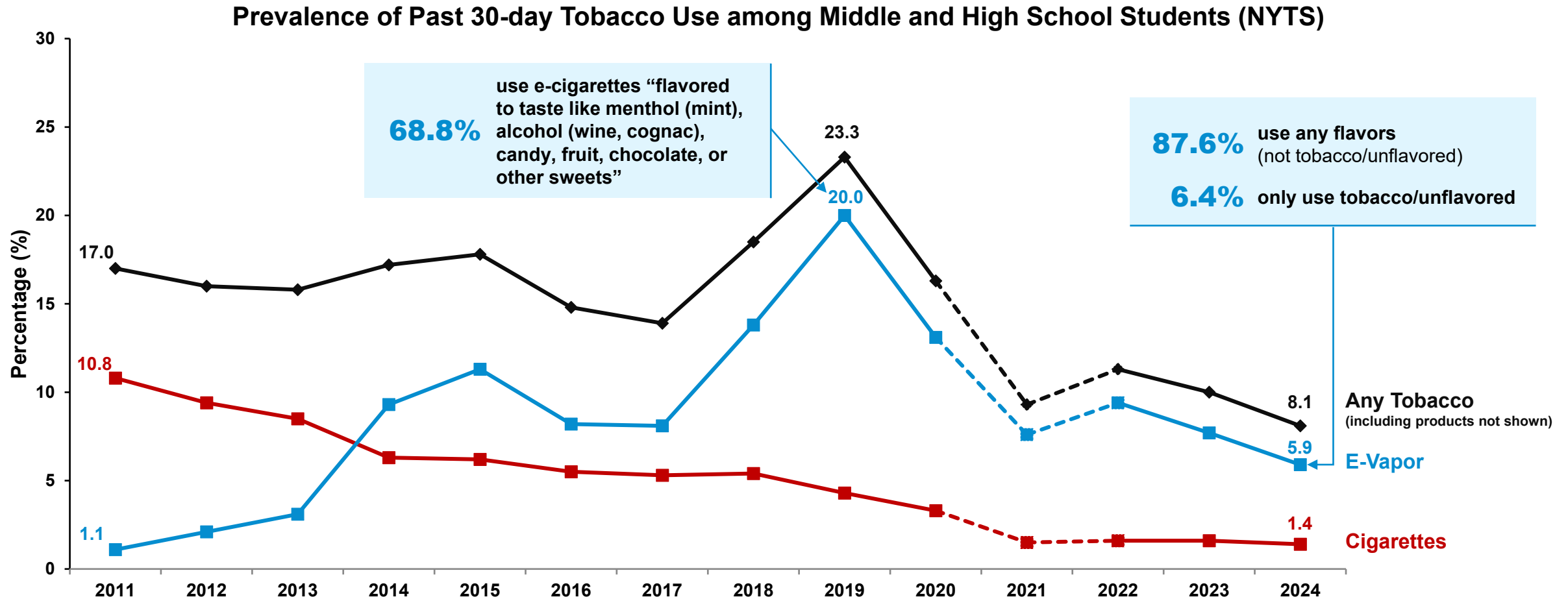
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# Conclusions

**Consumer-centric approach, including flavor choice and availability, can accelerate harm reduction and minimize unintended consequences**

Strong demand for flavors among adult tobacco consumers (ATCs)

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Flavor options broaden ATC appeal and facilitate transitioning away from smoking

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Underage prevalence can decline without flavor prohibition





# Acknowledgements

**Special acknowledgements to my collaborators:**

Josh Karelitz, Ed Largo, Derek Pope, Kate Vergara, and Lai Wei

