

Exposing marketing tactics and strategies driving the global growth of nicotine pouches



**World Health
Organization**

Exposing marketing tactics and strategies driving the global growth of nicotine pouches

Exposing marketing tactics and strategies driving the global growth of nicotine pouches

ISBN 978-92-4-011492-0 (electronic version)

ISBN 978-92-4-011493-7 (print version)

© World Health Organization 2026

Some rights reserved. This work is available under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 IGO licence (CC BY-NC-SA 3.0 IGO; <https://creativecommons.org/licenses/by-nc-sa/3.0/igo>).

Under the terms of this licence, you may copy, redistribute and adapt the work for non-commercial purposes, provided the work is appropriately cited, as indicated below. In any use of this work, there should be no suggestion that WHO endorses any specific organization, products or services. The use of the WHO logo is not permitted. If you adapt the work, then you must license your work under the same or equivalent Creative Commons licence. If you create a translation of this work, you should add the following disclaimer along with the suggested citation: “This translation was not created by the World Health Organization (WHO). WHO is not responsible for the content or accuracy of this translation. The original English edition shall be the binding and authentic edition”.

Any mediation relating to disputes arising under the licence shall be conducted in accordance with the mediation rules of the World Intellectual Property Organization (<http://www.wipo.int/amc/en/mediation/rules/>).

Suggested citation. Exposing marketing tactics and strategies driving the global growth of nicotine pouches. Geneva: World Health Organization; 2026. Licence: CC BY-NC-SA 3.0 IGO.

Cataloguing-in-Publication (CIP) data. CIP data are available at <https://iris.who.int/>.

Sales, rights and licensing. To purchase WHO publications, see <https://www.who.int/publications/book-orders>. To submit requests for commercial use and queries on rights and licensing, see <https://www.who.int/copyright>.

Third-party materials. If you wish to reuse material from this work that is attributed to a third party, such as tables, figures or images, it is your responsibility to determine whether permission is needed for that reuse and to obtain permission from the copyright holder. The risk of claims resulting from infringement of any third-party-owned component in the work rests solely with the user.

General disclaimers. The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of WHO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by WHO in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters.

All reasonable precautions have been taken by WHO to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall WHO be liable for damages arising from its use.

Contents

Acknowledgements.....	vii
Abbreviations.....	ix
Glossary.....	x
Executive summary	xiii
Detailed summary	xvii
1. Introduction.....	1
2. Methods	3
3. Market for nicotine pouches.....	5
4. Nicotine pharmacokinetics, concentrations and package labelling.....	15
5. Flavours in nicotine pouches	27
6. Recent developments and updates	49
7. Advertising themes.....	53
8. Advertising slogans.....	73
9. Use of advertising channels.....	80
10. Influencer marketing.....	82
11. Sponsorships, events, free and discounted samples	92
12. Branded merchandise.....	102
13. Retail displays, billboards and vending machines.....	104
14. Dual marketing of cigarettes and nicotine pouches	107
15. Regulation of nicotine pouches.....	110
References	118
Annex. Links to the collection of online advertisements of the Stanford Research into the Impact of Tobacco Advertising.....	130

Acknowledgements

The World Health Organization (WHO) gratefully acknowledges the authors of this report: Robert K. Jackler, Divya Ramamurthi and Cindy Chau (Stanford Research into the Impact of Tobacco Advertising, Stanford University School of Medicine, Palo Alto, California, United States of America [USA]) and Ranti Fayokun (Tobacco Free Initiative, Department of Health Determinants, Promotion and Prevention, WHO, Geneva, Switzerland).

WHO also extends its gratitude to the following reviewers for their expertise and comments on an initial draft: Ghazi Zaatari (Chair, WHO Study Group on Tobacco Product Regulation), Luciano Ruggia (Institute of Social and Preventive Medicine, Switzerland), Prakash Gupta (Healis – Sekhsaria Institute of Public Health, India) and Irina Stepanov (University of Minnesota [MN], USA).

WHO further recognizes the invaluable input of WHO colleagues at headquarters, Elisabeth Cairó, Rula Cavaco Dias, Caroline Hartanto, Benn McGrady, Vinayak Mohan Prasad and Simone St Claire and in various regions: WHO African Region, William Maina; WHO Region of the Americas, Rosa Sandoval and Diana Cerón Diaz; WHO Eastern Mediterranean Region, Fatimah El-Awa; WHO European Region, Kristina Mauer-Stender and Angela Ciobanu; WHO South-East Asian Region, Jagdish Kaur and WHO Western Pacific Region, Xi Yin and Mina Kashiwabara.

Production of the report was coordinated by Ranti Fayokun, with the supervision and support of Vinayak Prasad, Unit Head, Tobacco Free Initiative, Department of Health Determinants, Promotion and Prevention, WHO, Geneva, Switzerland.

WHO also thanks the many tobacco control focal points in ministries of health, and Adriana Blanco Marquizo and Kathleen Lannan of the Secretariat of the WHO Framework Convention on Tobacco Control, who provided insights at regulatory meetings. These consultations helped shape the report's terms of reference and outline.

The definitions in the glossary are based on established tobacco product descriptions, WHO and scientific terminology and nicotine and tobacco product advertising language. External experts submitted a declaration of potential conflicts of interest. WHO reviewed each declaration according to WHO guidance and concluded that none could give rise to a potential or reasonably perceived conflict of interest related to the subjects discussed in this report.

Production of the document was supported by a grant from the Gates Foundation (formerly, the Bill & Melinda Gates Foundation). The contents of this document are the sole responsibility of WHO and should not be regarded as reflecting the position of the Gates Foundation.

Some of the results of this review were published as supplementary information for the Tenth Conference of the Parties to the WHO Framework Convention on Tobacco Control (WHO FCTC) for its discussions on flavours in nicotine pouches, which is available at: <https://fctc.who.int/resources/publications/i/item/fctc-cop-10-flavours-in-nicotine-pouches>.

Abbreviations

BAT	British American Tobacco
F1	Formula 1
FCTC	Framework Convention on Tobacco Control
LGBTQ+	lesbian, gay, bisexual, transgender, queer and other terms
PMI	Philip Morris International
SRITA	Stanford Research into the Impact of Tobacco Advertising
WHO	World Health Organization

Glossary

Flavour: Any ingredient or substance naturally present or derived from natural sources (e.g. fruits, spices) and/or chemically synthesized that improves the experience from use of tobacco and related products. This includes, but is not limited to taste, aroma, pain, colour, touch, thermal perception, and other sensory responses, and facilitates the appeal and intake of tobacco and related products. Note: some countries or jurisdictions use the definition of “Characterizing flavour”, with varying definitions; for the purposes of this report, the term “Characterizing flavour” refers to such definitions and to a flavour (other than tobacco) that is distinguishable and has a clearly noticeable smell or taste resulting from an additive or a combination of additives, including, but not limited to, fruit, candy, spice, herb, alcohol, menthol, vanilla or other additive and which is noticeable before or during consumption of the product.

Nicotine pouch: Nicotine pouches are pre-portioned pouches, designed to deliver nicotine through the mouth. They typically contain nicotine, either synthetic or tobacco derived, and other ingredients, such as cellulose powder, flavourings, sweeteners and alkaline agents (that increase the proportion of nicotine available for absorption). Some nicotine pouches contain nicotine analogues, frequently resulting in bypassing national regulations governing specifically tobacco-derived nicotine. While nicotine pouches are similar to snus in some respects (e.g. in appearance and how they are placed between the gum and lip), nicotine pouches do not contain parts of the tobacco plant (as does snus). Nicotine pouches may, however, contain trace contaminants, including substances originally present in tobacco, such as aldehydes and tobacco-specific nitrosamines, which can be introduced through ingredients, nicotine extraction or manufacturing processes.

Non-therapeutic oral nicotine product: Commercial recreational product that contains nicotine and are used by placing them in the mouth, excluding therapeutic nicotine products used as medicines. Examples include nicotine pouches, gums, lozenges/tablets and toothpicks that deliver nicotine but do not contain tobacco.

“Non-tobacco”, “Tobacco-free” and “Tobacco-leaf-free”: Terms used by the tobacco industry to describe nicotine pouches, which could convey messages of healthfulness,

create a false perception of safety and be used to circumvent existing tobacco control law or evade regulation. Nicotine pouches typically contain nicotine, either synthetic or tobacco-derived, and, while nicotine pouches reportedly do not contain tobacco, they may contain trace contaminants, including substances originally present in tobacco, such as aldehydes and tobacco-specific nitrosamines. These can be introduced through ingredient sources, nicotine extraction or manufacturing processes.

Smokeless tobacco: Such products are made entirely or partly from tobacco or its extracts and are consumed in unburnt form at the time of use. Such products are used in a variety of ways, such as dip, snuff, snus, dissolvable and chewing tobacco.

Snus: A smokeless tobacco product containing ground tobacco, designed to be placed between the gum and the lip. Encapsulation within a pouch differentiates snus from snuff, ground tobacco that can be either placed behind the lip or between the cheek and gums (moist) or sniffed into the nasal cavity (dry).

Taste: Sensation of flavour perceived on contact with a substance ingested orally. Taste refers to both gustatory (tongue taste receptors) and chemaesthetic (mouth feel via thermal, tactile and irritation/pain) somatosensory pathways.

Therapeutic oral nicotine: A medical product that supplies a controlled amount of nicotine to the body for a limited period to help quit tobacco use completely. Examples include gums, lozenges, cutaneous patches, tablets, inhalers, nasal and mouth sprays authorized for the medicinal purpose of supporting tobacco cessation. These products, with inhalers, are considered to be nicotine replacement therapy.

Notes, including on terminology:

The tobacco industry refers to this class of emerging products as “modern oral nicotine” to distinguish them from smokeless tobacco products, such as “snus”, which contain parts of the tobacco plant (e.g. leaves and/or stems). These descriptors give a positive connotation, potentially increasing their appeal to youth. In this publication, these products are referred to as “nicotine pouches” (or the umbrella term “non-therapeutic oral nicotine products”) to distinguish them from smokeless tobacco, as well as from nicotine replacement therapies intended for the medicinal purpose of supporting tobacco cessation.

In some countries, various tobacco and nicotine product categories are classified as “tobacco products”. In this publication, the term “tobacco product” is maintained when referring, for example, to studies from such countries. Additionally, some countries use the term “characterizing flavour”, which generally implies that a flavoured tobacco and related product has a distinguishable taste or aroma. It is to be noted that tobacco and related products may have low levels of flavour additives that do not have a distinctive taste or smell but may still alter the sensory effects of tobacco or nicotine. In this publication, the term “characterizing flavour” is acknowledged, but the broader term “flavour”, as defined in the Glossary, is used preferentially. It is also noteworthy that “Philip Morris” in the illustrations describing on! advertising refers to Philip Morris USA, a subsidiary of Altria.

Over the past few years, WHO has worked extensively with Stanford University’s Stanford Research into the Impact of Tobacco Advertising (SRITA) research group, a major contributor to this WHO report. WHO used SRITA’s extensive advertising database in order to analyse the role that advertising has played in the rapid growth of the nicotine pouch market. This multi-year effort led to publication of this global study. An accompanying national case study that examines the market growth of a particular nicotine pouch brand, will follow. Together, the reports provide a comprehensive analysis of the various marketing tactics and strategies used by multinational tobacco companies that are driving the global growth of nicotine pouches – particularly among children and young people.

Executive summary

Nicotine pouches are evolving rapidly and reshaping the global landscape of tobacco and related products. Major transnational tobacco companies, faced with a decrease in cigarette sales, have extended the portfolio of their products by adding new forms of tobacco and related products, such as heated tobacco, e-cigarettes and nicotine pouches. Nicotine pouches are often marketed as “modern”, “discreet” and “tobacco free”, and their market is spreading across countries so fast that regulations often lag behind. The major manufacturers use diverse tactics to encourage and sustain use, and nicotine pouches are becoming increasingly popular, particularly among adolescents and young adults, given their strong youth appeal and high addiction potential, which raise urgent public health concern that demands coordinated, urgent, decisive action.

Nicotine pouches are pre-portioned pouches designed to deliver nicotine through the mouth. They usually contain tobacco-derived nicotine and other ingredients, such as cellulose powder, flavourings, sweeteners and alkaline agents, which increase the proportion of nicotine available for absorption. There is, however, a growing trend to include synthetic nicotine, and some nicotine pouches contain nicotine analogues. Both of these substances fall outside the scope of many national regulations, such as those that are restricted to tobacco-derived nicotine.

While nicotine pouches are similar to snus in some respects (e.g. in appearance and how they are placed between the gum and the lip), they do not contain parts of the tobacco plant (as snus does), although it could be misleading to claim that nicotine pouches are “tobacco free”. Nicotine pouches may contain trace contaminants, which can be introduced by substances originally present in tobacco, such as aldehydes and tobacco-specific nitrosamines, as well as by other ingredients, nicotine extraction or manufacturing processes. Furthermore, the nicotine is usually extracted from tobacco, and nicotine pouches are often marketed to initiate and sustain addiction. Advertising often conveys messages of healthfulness, creating a false perception of safety among youth, parents and policy-makers, and advertisements may be used to circumvent tobacco control laws, where they exist, or evade regulation.

Of particular concern is systematic targeting of young people, with the use of flavours, sleek packaging, digital marketing, social media promotion, sponsorships and

influencer marketing, which position nicotine pouches as lifestyle products rather than addictive and harmful. These strategies to normalize nicotine use, reduce the perception of risk and exploit regulatory gaps place a new generation at risk of lifelong addiction. Nicotine pouches are often advertised as enhancing users' freedom, but, in reality, they can "hook" them and sustain addiction.

Rapid expansion of nicotine pouches is not merely a market trend, it is a public health challenge with long term implications. Nicotine is highly addictive, increases cardiovascular risk and can harm brain development. Initiation during youth increases the likelihood of sustained addiction, dual or poly product use and future transition to other tobacco and related products. Without robust regulatory oversight, the proliferation of these products threatens to undermine decades of progress in tobacco control.

WHO Member States have requested WHO to provide a synthesis of information on nicotine pouches and to provide authoritative guidance on addressing these products. This report responds to those requests and extends the findings of the WHO Study Group on Tobacco Product Regulation, which addressed the science and characteristics of these products at the time of the release of the ninth report in 2023. The current report describes the marketing tactics and strategies that are driving the global growth of nicotine pouches, identifies the strategies used to appeal, particularly to young people and highlights gaps in existing regulatory frameworks.

Key messages of the report are:

- The global market for nicotine pouches is growing rapidly.
- Nicotine pouches can be highly addictive; furthermore, some have high concentrations of nicotine, and some increase the speed and intensity of nicotine delivery (e.g. "pearls technology").
- Labelling of nicotine content is not standardized and can be confusing and misleading.
- Some nicotine pouch packaging mimics popular candy products and contain high nicotine levels. If they are ingested by children, they can pose a lethal risk.
- Nicotine pouches often contain various youth-appealing flavours (e.g. sweet, fruity, mint/menthol), such as Cherry Punch and Frosted Apple, and candy-like flavours (e.g. "bubble gum" and "gummy bears"), which are particularly attractive to children. The flavours of numerous alcoholic drinks are also used, marketed as "After dark".
- Nicotine pouches often promote high-intensity nicotine and flavours with slogans such as "nicotine like never before" and visual depictions of the user experiencing a cooling effect.

- Nicotine pouches are aggressively marketed and promoted to young people.
 - They are heavily advertised on youth-frequented social and digital media platforms, including through influencers.
 - They are frequently promoted with youthful themes, including fun times with friends, romance and sports.
 - They are often promoted for “discreet” or stealthy use, making it difficult to detect by parents or teachers, and as a way of breaking the rules.
 - Manufacturers of nicotine pouches commonly sponsor youth-oriented events, where nicotine pouches and branded merchandise are distributed by attractive, young “brand ambassadors”.
- Nicotine pouch advertisements often use the tobacco industry’s “playbook” for marketing conventional tobacco products, such as cigarettes, including:
 - “lifestyle marketing” and “identity marketing”, the message sometimes portraying how a consumer wishes to be perceived by others;
 - depictions of nicotine pouches as “modern” and “high-tech”; and
 - portrayal of nicotine pouches as boosting energy when the user is tired and helping the user to relax when stressed. Marketers call this “elasticity of meaning”, depicting the product as something that works for everyone in any situation.
- Nicotine pouch manufacturers market and associate their brands with holidays (e.g. Christmas) and cultural symbols (e.g. patriotism) to evoke happy times and celebrations.
- Messaging in nicotine pouch advertisements can appear contradictory, expressing opposing views; however, this is carefully crafted and tailored to different target groups, such as:
 - co-marketing of a nicotine pouch brand with promotion of a flagship cigarette (or other tobacco) brand, while also marketing of nicotine pouches and conveying anti-cigarette messaging (e.g. “goodbye smoke smell”).
- Nicotine pouches are marketed with unsubstantiated claims that they aid smoking cessation and/or in ways that undermine quit attempts.
- Nicotine pouches are often promoted as a product for “Anytime, Anywhere”, with images of places in which smoking is not allowed. This marketing tactic can encourage dual use, hinder cessation attempts and undermine regulations prohibiting smoking or use of other tobacco and related products in public places.
- There is insufficient national action, whereby nicotine pouches commonly fall through regulatory gaps and thus either un- or lightly regulated.
- WHO calls for a comprehensive approach to tobacco control, covering the full spectrum of tobacco and related products, including nicotine pouches, and closing regulatory loopholes.

The industry packages and retails nicotine pouches as appealing consumer products, increasing the risks of uptake, sustaining addiction and thus increasing the overall harm to populations. The aim of this report is to raise awareness among different stakeholders to safeguard public health. It is a call to action for:

- **governments:** to assess the risks to the health of their populations presented by nicotine pouches and other tobacco and related products and to take urgent, decisive action to regulate nicotine pouches within comprehensive tobacco control frameworks, to close loopholes and to prioritize public health over commercial interests;
- **civil society organizations:** to hold the industry accountable, advocate for strong policies and amplify credible public health messaging;
- **youth and youth organizations:** to recognize and reject industry's tactics that specifically target the young and to protect their right to health; and
- **the general public:** to critically assess marketing claims, make informed choices and support policies that safeguard public health.

As tobacco and related products pose a risk to health, including the risk of nicotine addiction, regulations should comprehensively address all product categories to protect public health. Urgent, coordinated, sustained action is critical to safeguard current and future generations from nicotine addiction. The report provides evidence as a basis for policy to prevent initiation, particularly by children, adolescents and young adults, and to advance public health at national, regional and global levels.

Detailed summary

The global market for nicotine pouches is growing rapidly. The market is dominated by transnational tobacco companies, although there are also a number of small, independent start-ups. Global retail sales of nicotine pouches in 2024 amounted to 23.462 billion units, an increase of 50.5% over the previous year. In 2025, the global market for nicotine pouches was nearly US\$ 7 billion, with the sales highest in North America, mainly in the USA, which had a revenue share of almost 80%. In the USA, a popular nicotine pouch brand was offered in about 9000 retail shops in 2017, which had increased to 80 000 by 2020, 140 000 by 2022 and over 150 000 by 2024. Outside the USA, nicotine pouches are most popular in countries in Europe, such as Germany, Poland and Sweden, but are forecast to be fast-growing in some other countries, such as Pakistan.

Nicotine pouches can be highly addictive.

- **High nicotine concentrations.** The nicotine concentration of nicotine pouches varies widely, some being as high as 50–150 mg/g. Even in a specific nicotine pouch brand, a range of nicotine concentrations is promoted, such as “for beginners” (1–2 dots), “for advanced” (3–4 dots) and “for experts” (5–6 dots).
- **New ways of increasing the speed and intensity of nicotine delivery.** Many nicotine pouches contain nicotine salts, which reduce harshness, thus allowing users to tolerate higher nicotine levels. Another example involves the use of “pearls” and “capsules” that increase the speed and intensity of nicotine absorption, potentially enhancing the risk of addiction. For example, the manufacturer of “pearls technology” claims that it promotes faster absorption of nicotine, more intense flavours and enhances nicotine dissolution by 77% in 5 min.

Labelling of the nicotine content of pouches on tins can be confusing and misleading.

While some brands indicate the nicotine content as mg/pouch, mg/g or mg/tin, others use qualitative scales, such as “low”, “medium”, “strong” and “extra strong”. Others use a dot system, indicating low to high nicotine levels, with different values for different

brands, some using four dots and others using seven or more. It has been shown that the labelled nicotine concentration may be different from that actually measured and that some products labelled as containing nicotine analogues contained nicotine.

Some nicotine pouch packaging mimics popular candy products. Some nicotine pouch vendors directly copy the brand names and imagery of popular candy products. Such packaging and labelling make these products highly attractive to children. They may, however, have a nicotine content as high as 120 mg. If they are ingested by children, they can pose a lethal risk. Toxic effects have been reported in young children at nicotine doses as low as 1–4 mg. In reports to US poison centres, approximately 70% of cases of exposure to nicotine pouches were in children under 5 years of age.

Nicotine pouches often contain youth-appealing flavours, including candy-like and alcohol-inspired flavours. Nicotine pouches often contain sweet, fruity, mint/menthol flavours, such as “Cherry Punch”, “Frosted Apple”, “Tropical Spice” and “Cosmic Dust”. Other flavours are candy-like, such as “bubble gum” and “gummy bears”, which can be particularly attractive to children and young people. Flavours of numerous alcoholic drinks are also used in nicotine pouches and some cocktail-inspired flavours are marketed as limited editions under slogans, such as “After dark” and “Made for the night”. Flavours in tobacco and related products enhance their attractiveness and appeal, especially to young people, contributing to experimentation, initiation and sustained tobacco and nicotine use.

Nicotine pouches are heavily advertised, with themes often promoting high-intensity nicotine and flavours.

- **Many nicotine pouch advertisements promote high-intensity nicotine**, with descriptors such as “extra strong”, “max”, “x-treme” and “ultra”. Slogans include “nicotine like never before” and “faster, stronger nicotine release, and a fuller flavour”.
- **Many nicotine pouch advertisements depict consumers enjoying the experience of flavoured products** and, for example, being astounded by their powerful cooling impact.

Nicotine pouches are aggressively marketed and promoted to young people, through various marketing tactics.

- **Nicotine pouches are heavily advertised on popular social and digital media platforms, including by influencers.** Praise of a product by an influencer is often viewed as more authentic and credible than other forms of advertising. Children and adolescents are generally more easily swayed by influencers than adults. In 2021, a large multinational tobacco company reportedly paid 77 influencers to promote its nicotine pouches to a potential global audience of 537 million. Manufacturers' branded social media influencer posts frequently fail to include a disclosure of paid endorsement, a measure required by law in many countries.
- **Nicotine pouches are frequently promoted with youthful themes, including fun times with friends, romance and sports.** Associating nicotine pouches with fun times among friends is a common theme, a tactic that emphasizes the purported social acceptability of nicotine pouch use. Similarly, athletic activities have long been favourite themes, as they are popular and have a strong connotation of healthfulness. A major multinational company plays with the name of its nicotine pouch brand VELO, showing the same letters in a different order, "LOVE".
- **Nicotine pouches are often promoted as a means of "discreet" use, making it difficult for them to be detected by parents or teachers, and as a way of breaking the rules.** Slogans include "Forget the rules", "Anytime, anywhere", "No smoke, no vapour", "More convenient, less noticeable", "I do it anywhere" and "Nicotine enjoyment where your day takes you", and some show images of places where smoking is often not allowed, such as restaurants, bars, theatres and public transport. Such slogans and images undermine regulations prohibiting smoking or use of other tobacco and related products in public places and also encourage dual use and hinder cessation attempts.
- **Manufacturers of nicotine pouches commonly sponsor youth-oriented events, at which nicotine pouches and branded merchandise are frequently distributed.** Such youth-oriented events include music festivals and sporting events, during which nicotine pouches and branded merchandise (e.g. T-shirts, hats, water bottles and backpacks) are frequently distributed free or as discounted samples by attractive, young "brand ambassadors". Two major transnational tobacco companies, Philip Morris International and British American Tobacco, have sponsorship agreements with Formula 1 racing teams. Together, they spent an estimated US\$ 40 million on

Formula 1 sponsorship in 2022. A recent extension of partnerships between Formula 1 and child-oriented media and toy companies risks further extending the reach and appeal to children and, in turn, their exposure to tobacco and related products.

Nicotine pouch advertisements often use the tobacco industry “playbook” for advertising conventional tobacco products, such as cigarettes.

- **“Lifestyle marketing” and “identity marketing”.** Some messages appeal to how a consumer wishes to be reflected and/or perceived by others. In “lifestyle marketing”, nicotine pouches are associated with good times, glamorous lifestyles, fine dining, social belonging, romance, pleasure, travel, sports, and satisfaction. Users of nicotine pouches are portrayed as attractive, self-confident, adventurous, capable and fun-loving. This is known as “identity marketing”. A classic example of this technique in cigarette marketing is the Marlboro man, who was portrayed for his rugged individualism and enviable freedom.
- **Depictions of nicotine pouches as “modern” and “high-tech”** are similar to how cigarette manufacturers have often portrayed product features such as cigarette filter designs.
- **Portrayals of nicotine pouches as boosting energy when the user is tired and helping the user to relax when stressed.** Marketers call this “elasticity of meaning”, depicting the product as something that works for everyone in any situation. Examples of descriptors used for “picking up” the user are “energy” and “energy ice”. In other cases, the brand name itself carries the connotation of being energy-enhancing or as a pick-me-up (e.g. LYFT, Rush and Boost). Some technology companies have recently been stocking their offices with nicotine pouches in a claimed attempt to increase worker productivity.

Nicotine pouch manufacturers market and associate their brands with holidays and cultural symbols to evoke happy times and celebrations. Examples of holidays advertised with nicotine pouch products include Mother’s Day, Father’s Day, Halloween, Thanksgiving, Christmas (depicting Father Christmas), Valentine’s Day and April Fool’s Day. Two popular nicotine pouch brands, VELO and ZYN, have created fictitious nicotine pouch flavours that they posted on Instagram and Facebook, on April Fool’s Day, such as “Buffalo Wings”, “Smoked Salmon”, “Devilled Egg” and fanciful sushi-flavoured nicotine pouches.

Messaging in nicotine pouch advertisements can appear contradictory; however, this is carefully tailored to target different groups.

- **Co-marketing of a nicotine pouch brand with promotion of a flagship cigarette (or other tobacco) brand, while also marketing nicotine pouches with anti-cigarette messaging.** Such co-marketing is designed to increase revenue by encouraging dual (or poly) use of two or more products, either together or separately. This can hinder cessation attempts and undermine evidence-based regulations. Other marketing of nicotine pouches conveys anti-cigarette messaging, portraying nicotine pouches as a more socially acceptable product, with slogans such as “no smoke, no smell, no hassle” and “goodbye smoke smell”, in an attempt to distance nicotine pouches from cigarettes.

Nicotine pouches are marketed with unsubstantiated claims of smoking cessation and/or in ways that undermine quit attempts. Advertisements often make unsubstantiated claims – either explicit or implicit – of smoking cessation. Slogans include “make the switch” or present nicotine pouches as a discreet alternative for use in public places, undermining cessation attempts.

Insufficient national action. Nicotine pouches were introduced after most tobacco control regulatory frameworks had been adopted and are therefore not always covered by regulations or other laws (such as for consumer protection, food or pharmaceuticals). They often fall between regulatory “cracks”, which are frequently exploited by the tobacco and nicotine industries, facilitating the rapid growth of the nicotine pouch market. According to WHO’s review of legislation on nicotine pouches adopted by countries as of 31 December 2024, 16 countries ban the sale of nicotine pouches, including 12 that also ban their import, manufacture and distribution; 32 countries otherwise regulate (other than banning) nicotine pouches, with 5 that impose flavour restriction, 26 that restrict sale to minors and 21 that ban advertising, promotion and sponsorship. Although, as of 31 December 2024, no country had implemented plain packaging requirements for nicotine pouches, Denmark and Finland have since introduced such regulation. The next review of national legislation will update these numbers, which is likely to be reported in the 2027 version of the WHO Report on the Global Tobacco Epidemic.

A comprehensive approach to tobacco control. WHO is urging governments to step up tobacco control by fully implementing and enforcing the WHO Framework Convention on Tobacco Control (WHO FCTC) and adopting comprehensive regulations to cover the full spectrum of tobacco and related products, including nicotine pouches, and closing loopholes.

Where the commercialization (manufacture, sale, importation and distribution) of nicotine pouches is not **prohibited**, they should be **strictly regulated** to prevent marketing, youth appeal and initiation and to reduce demand. To reduce the appeal of nicotine pouches and their harm to the population, there are a number of regulatory pathways to be considered, which could include a ban, if in line with the country's tobacco control policy goals.

- **Countries that ban commercialization of nicotine pouches as consumer products** should ensure strong implementation of the ban, including monitoring and surveillance measures that support a real time view of uptake and patterns of use and complementary measures such as prohibiting advertising, promotion and sponsorship (including digital marketing) and effective enforcement measures. This should be done with no interference from the tobacco and nicotine industries and from entities with commercial and other vested interests of the industries.
- **Countries that permit commercialization of nicotine pouches as consumer products** should ensure strong regulations to reduce their appeal and their harm to the population. Such actions include:
 - applying regulations uniformly to all nicotine pouch products, regardless of the form of nicotine (tobacco-derived and synthetic) and use of other nicotine substitutes, such as nicotine analogues;
 - banning flavours, including flavour analogues and flavour accessories;
 - banning all forms of advertisement, promotion and sponsorship (including on digital media, influencers and “brand ambassadors”);
 - in the absence of a ban, prohibiting nicotine pouch advertisements that undermine smokefree and related laws, including with slogans such as “anywhere and anytime” or depictions of nicotine pouch use where smoking and use of other tobacco and related products is not permitted, such as in restaurants, bars, workplaces or on airplanes;
 - banning unapproved and unsubstantiated claims that a product is “safe”, “safer”, less toxic or reduces harm and misleading descriptors, such as “clean” or “pure”;
 - ensuring that nicotine pouches are not classified as pharmaceutical products, except where, such claims and classifications based on efficacy and safety have been recognized by the responsible, competent national regulatory authority or they have been proven to meet stringent pharmaceutical criteria for licensing as nicotine replacement therapy, as prescribed by the appropriate national regulatory authority;

- restricting access of young people by enforcing minimum age laws, ensuring robust age verification and prohibiting online sales;
 - requiring prominently displayed health warnings, including about addiction, on packaging and plain packaging;
 - prohibiting attractive and/or promotional features on the presentation and packaging of the products, such as colours and, attractive descriptors to reduce appeal and prevent accidental poisoning;
 - in the absence of a ban, to prohibit, at a minimum, the attributes of nicotine pouches that make them attractive to youth, such as packaging with youth-appealing designs, including those that mimic candy products;
 - establishing a cap on the nicotine content, per gram, per pouch and per tin and regulating ingredients that can enhance the delivery of nicotine to reduce the risk of dependence;
 - taxing nicotine pouches high enough to reduce their affordability and thus deter their use by young people and non-tobacco and non-nicotine users;
 - applying tobacco control measures to nicotine pouches, as appropriate, including the supply and demand reduction measures established by the WHO FCTC and the Guidelines for their implementation;
 - monitoring and surveillance to ensure that governments have a real-time view of the uptake of nicotine pouches and the patterns of use (including dual and poly use with cigarettes and other tobacco and related products) to guide regulatory action; and
 - strengthening enforcement to ensure that measures are effective.
- **Irrespective of whether countries ban or permit commercialization of nicotine pouches as consumer products**, these actions should be taken in conjunction with measures to motivate and assist users of tobacco and related products to quit use by proven methods, including advice from health-care workers, toll-free quit lines, mobile and digital cessation services and approved therapies.

The recommendations in this report extend the findings of the WHO Study Group on Tobacco Product Regulation, which addressed the science and characteristics of nicotine pouches at the time of the release of the ninth report in 2023.

Regulatory processes should be forward looking to anticipate both market developments and the strategies and efforts of tobacco and related industries to by-pass regulation.

1 Introduction

Newer forms of non-therapeutic oral nicotine products (e.g. nicotine pouches, gums, lozenges, tablets and toothpicks), introduced in recent decades, are surging in popularity globally (1). This report provides a comprehensive overview of nicotine pouches, the most prominent product in this category, with a focus on their advertising, promotion and marketing. Emphasis is placed on nicotine pouches marketed by major transnational tobacco companies, as they lead sales and have global penetrance.

Snus, a smokeless tobacco product (i.e. tobacco pouch product) that has been on the market for over a century, contains parts of the tobacco plant (e.g. leaves and/or stems) (2). Recently introduced nicotine pouches, sometimes called “white pouches”, are pre-portioned pouches, designed to deliver nicotine through the mouth. They typically contain nicotine, either synthetic or tobacco derived, and other ingredients, such as cellulose powder, flavourings, sweeteners and alkaline agents (that increase the proportion of nicotine available for absorption). Some nicotine pouches contain nicotine analogues, which often results in bypassing national regulations governing specifically tobacco-derived nicotine or other laws. While nicotine pouches are similar to snus in some respects (e.g. in appearance and how they are placed between the gum and lip), as shown in Fig. 1, nicotine pouches do not contain parts of the tobacco plant (as snus does). Nicotine pouches, however, may contain trace contaminants, including substances originally present in tobacco, such as aldehydes and tobacco-specific nitrosamines, which can be introduced through ingredients, nicotine extraction or manufacturing processes. The claim of being “tobacco-free” could be misleading, as the nicotine is often extracted from tobacco, and nicotine pouches are often marketed to initiate and sustain addiction. Such claims could also convey messages of healthfulness, create a false perception of safety, particularly among youth, parents and policy makers and may be used to circumvent existing tobacco control law or evade regulation (2).

Fig. 1. Snus and nicotine pouches are both placed between the lip and gums



Source: SRITA original research product (3).

Other non-therapeutic oral nicotine products include lozenges, many of which have a candy-like appearance and are available in both “hard” and “soft” (chewable) forms (4). The appearance of some forms is similar to that of pharmaceutical tablets. Nicotine gums often have identical form, packaging and flavours to nicotine replacement therapy and even regular chewing gum (3). Nicotine toothpicks are found principally on the US market (4). The different forms are illustrated in Fig. 2.

Fig. 2. Appearance of various non-therapeutic oral nicotine products



Source: SRITA original research product (3).

2 Methods

A collection of nicotine pouch advertisements on a wide variety of promotional channels was compiled and analysed, with a focus on nicotine pouch brands marketed by the major transnational tobacco companies. Numerous independent nicotine pouch brands were examined to identify illustrative examples of features such as an extraordinarily high nicotine content, candy flavour and/or particularly inappropriate product claims.

Nicotine pouch use patterns and sales data were obtained from corporate annual and quarterly reports, market research companies (e.g. Euromonitor), university-affiliated market monitors (e.g. The Tobacco Atlas), governmental filings, academic publications and news items. The growing use of nicotine pouch products among youth was described from data in the US Annual National Youth Tobacco Survey, the US Centers for Disease Control and Prevention and the US Food and Drug Administration. Articles in trade magazines (e.g. Convenience Store News, C-Store decisions) were reviewed for insights into market trajectories.

Nicotine pouch products on the market were identified on brand websites, from online purveyors of nicotine pouch products (e.g. whitepouches.com, nicokick.com, snusdirect.com) and corporate reports of major transnational tobacco companies. Once a major tobacco company nicotine pouch brand name was identified (e.g. VELO, ZYN, on!), a wide, inclusive search for its advertising was sought on social media channels (Instagram, Facebook, X (formerly Twitter), TikTok, YouTube) and other digital advertising channels, such as nicotine pouch brand and vendor websites and customer-directed e-mails, which covered many countries. The number of brand account followers was noted by country. Social media influencers were identified by the number of followers: “macro”, 500 000–1 million; “mid-tier”, 50 000–500 000, “micro”, 10 000–50 000, and “nano”, 1000–10 000. Disclosure of commercial support was examined on both influencer personal accounts and that of the nicotine pouch brand. Co-marketing of a company’s cigarettes and nicotine pouches was identified primarily through e-mails sent to the authors.

Advertising slogans and themes for each nicotine pouch brand were compiled and categorized. Major advertising themes used for all brands were described (e.g. use anytime and anywhere, active lifestyle, romance, social acceptance, discreet and stealthy,

identity/affinity) as were brand-specific campaigns (e.g. “Find Your ZYN”). Older versions of major brand nicotine pouch websites were examined with the Internet Archive Wayback Machine (5). Billboards, shop signage and retail point-of-sale display imagery were obtained from social media posts, Google image search and photos taken by the authors. Similarities between nicotine pouch marketing and cigarette promotion were examined by comparison with the extensive cigarette advertising database of SRITA. Over 5000 examples of nicotine pouch advertising are available on the SRITA website (3).

Images of, for example, sampling booths, vans and brand ambassadors and descriptions of promotion by major nicotine pouch brands by event sponsorship (e.g. music concerts, auto racing), mainly to distribute free or heavily discounted products, were obtained from both branded and community social media and web posts. Additionally, programmes and contests with monetary prizes organized by manufacturers of major nicotine pouch brands and distribution of branded merchandise as rewards for frequent purchases of these brands were usually identified from their descriptions on brand social accounts and websites. Relevant information on the regulatory status of nicotine pouches in Member States was updated during the review with the most recent data from the WHO Report on the Global Tobacco Epidemic, 2025.

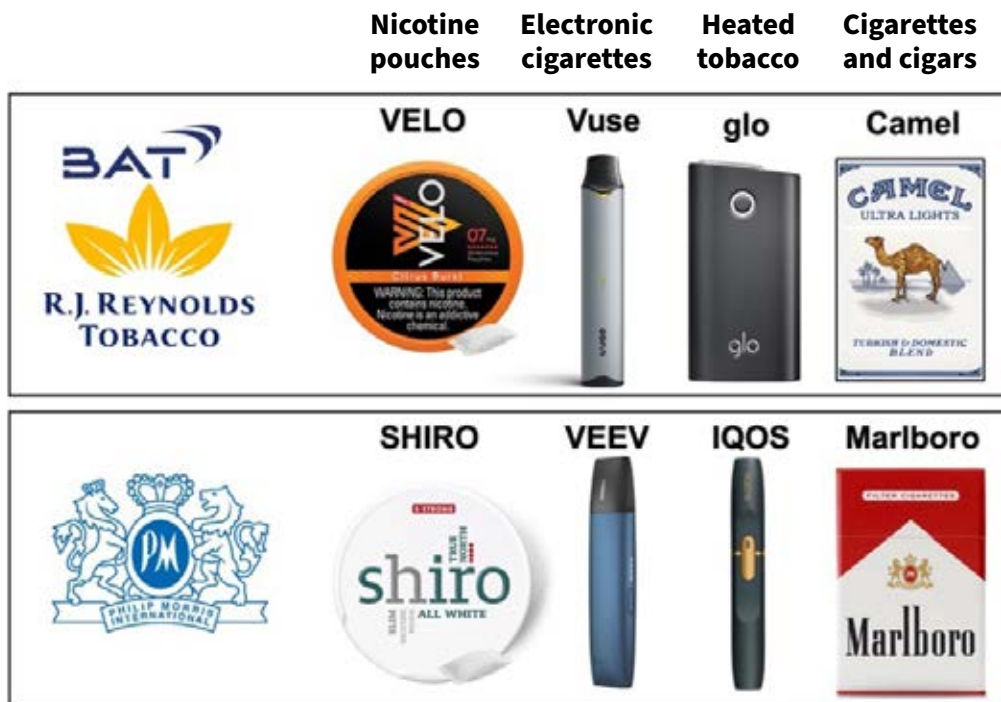
3 Market for nicotine pouches

3.1 Industry rationale for adding nicotine pouches to their product lines

In response to declining sales of conventional cigarettes in many markets, due to changing consumer preferences and increasingly strict regulation, transnational tobacco companies are diversifying their product lines to sustain profitability. They are embracing what in their rhetoric they refer to as “next-generation” and “reduced-risk” products, which include electronic cigarettes, heated tobacco products and what they refer to as “modern oral nicotine” products, such as nicotine pouches (Fig. 3) (1,6–9).

Major transitional tobacco companies, faced with a decrease in cigarette sales, have expanded their portfolio of products to include heated tobacco products, e-cigarettes and nicotine pouches.

Fig. 3. Tobacco and related products of the major transnational tobacco companies in 2023



	Nicotine pouches	Electronic cigarettes	Heated tobacco	Cigarettes and cigars
 Altria	On! 	NJOY 	IQOS 	Marlboro 
	Nordic Spirit 	logic. 	ploom X 	LD 
 IMPERIAL BRANDS	ZoneX 	blu 	PULZE 	West 
Swedish Match.	ZYN 			White Owl 
	ROGUE 			Swisher Sweets 

Source: SRITA original research product (3).

When Swedish Match became a subsidiary of Philip Morris International (PMI) in 2022, ZYN replaced Shiro as the company's nicotine pouch brand.

3.2 Introduction of nicotine pouches onto the market

Smokeless tobacco products such as chew, snuff, *khaini*, *surti* and *gutkha* have been used for centuries. Smokeless tobacco products consisting of pouches filled with parts of the tobacco plant (e.g. leaves and/or stems) and placed between the upper lip and the gums, known as snus, were introduced in Sweden in 1637 (10). While snus is still sold, recently introduced nicotine pouches consist of an inert carrier matrix infused with nicotine, encased in a permeable pouch. ZYN (Swedish Match) and on! (Altria) were introduced in 2016, followed by VELO and LYFT (British American Tobacco (BAT)) in 2019. Many nicotine pouch products from these transnational tobacco companies contain tobacco-derived nicotine.

3.3 Nicotine pouch brands of transnational tobacco companies

The nicotine pouch market is currently dominated by brands marketed by transnational tobacco companies (11). In 2023, the seven leading companies marketed their non-therapeutic oral nicotine products under 14 brand names (Fig. 4). Swedish Match, since late 2022 a subsidiary of PMI, sells five brands (ZYN, Swave, G4, VOLT, Thunder), while PMI (Sirius, Shiro – now replaced by ZYN), Imperial Brands (Zone X, Skruf) and BAT (VELO and LYFT) offer two brands each, and Altria (on!), Japan Tobacco International (JTI) (Nordic Spirit) and Swisher (Rogue) each offers one brand.

Fig. 4. Non-therapeutic oral nicotine products sold by transnational tobacco companies in 2023



Source: SRITA original research product (3).

When Swedish Match became a subsidiary of PMI in 2022, ZYN replaced Shiro as the company's nicotine pouch brand.

Leading nicotine pouch brand tins had updated designs in 2026 (Fig. 5). Swedish Match was acquired by PMI and is now their flagship nicotine pouch brand globally. BAT’s Velo and Altria’s on! have introduced “Plus” variants offering higher maximal nicotine delivery. Imperial’s ZONEX brand name has been simplified to ZONE. JTI’s Nordic Spirit has adopted a North Star iconography, accompanied by the slogan “Follow the North Star: We know you’re on a journey of discovery, navigating a world that’s always changing. Let Nordic Spirit be your guiding hand”.

Fig. 5. Nicotine pouch package designs in 2026



Source: SRITA original research product (3).

The global market for nicotine pouches is growing rapidly and dominated by transnational tobacco companies.

3.4 Market growth of nicotine pouches

The rapid proliferation of nicotine pouch brands is illustrated by the introduction of 27 new brands in 2020, 40 new brands in 2022 and a total of 138 brands marketed in the European Union as of 2022 (12–14). The 2014 European Tobacco Product Directive prohibited sales of snus products, which contributed to the growth of nicotine pouches (15). With the exception of Sweden, the countries in the European Union banned snus in 1992. Switzerland banned snus in 1995, but a legal challenge forced its reintroduction in 2019 (16).

The marketplace has products from both major transnational tobacco companies and small independent brands. Nicotine pouches are marketed globally and are widely available at retail outlets and online. In 2020, according to PMI, the global tobacco market was worth about US\$ 850 billion, 93% of which was contributed by some 5.2 trillion cigarette sticks (17). “Smoke-free products” (a term used by tobacco companies to cover non-therapeutic oral nicotine products, heated tobacco and e-cigarettes) comprised around 1.6% of the total and newer generations of non-therapeutic oral nicotine products a mere 0.1%, but with the highest growth rate of any category of tobacco and related products, with 125% growth between 2019 and 2020. Global retail sales of non-therapeutic oral nicotine products increased from 292 million units in 2018 to 6.83 billion units in 2021 with projected sales of 10 billion by the end of 2022 (18–19). According to PMI’s report for the fourth quarter of 2023, “smokeless products” accounted for 40% of the company’s gross profits, an annual increase of 19% (20).

In 2021, sales of non-therapeutic oral nicotine products were highest in Sweden and the USA, both of which have a strong tradition of smokeless tobacco use. Eleven countries, Austria, Czechia, Denmark, Germany, the Kingdom of the Netherlands, Slovakia, Sweden, Switzerland, Ukraine, United Kingdom of Great Britain and Northern Ireland and the USA, had retail volume sales of over 20 million units in 2021 (18). Countries differ widely in market growth. The global nicotine pouch market in 2022 was worth approximately US\$ 5.2 billion (21).

The global nicotine pouch market in 2022 generated around US \$5.2 billion, while in 2025, that had risen to nearly US \$7 billion.

Global sales of nicotine pouches grew between 2022 and 2023 from 17.09 to 20.77 billion units, with the strongest future growth predicted for the Asia–Pacific and eastern European regions (11). In 2023, BAT reported that their “modern oral nicotine” market was worth £ 435 million in Europe and non-USA, £ 25 million in the USA and £ 32 million in the Asia Pacific, Middle East and Africa (22).

According to Euromonitor, in 2021, the USA was the world’s leading market, with a sales volume of non-therapeutic oral nicotine products of 4.51 billion units (66% of the worldwide market), while Sweden, with over 1 billion unit in sales, led the world in non-therapeutic oral nicotine product use per person (18).

The US market for nicotine pouches increased by about 300 times between 2016 and 2021, with sales of US\$ 1.99 billion in 2021 (23). The growth in a popular nicotine pouch sales between 2018 and 2023 in the USA is illustrated in Fig. 6. ZYN was sold in about 9000 retail shops in 2017, which increased to 80 000 by 2020, 140 000 by 2022 and over 150 000 by 2024 (24–26).

Global retail sales are highest in North America, with a revenue share of almost 80%.

In the USA, ZYN was offered in around 9000 retail shops in 2017, 80 000 by 2020, 140 000 by 2022 and over 150 000 by 2024.

Fig. 6. Rapid growth in sales of a popular ZYN nicotine pouch brand in the USA, illustrated by the steady rise between 2018 and 2023, from 13 to 443 million tins



Source: Philip Morris International (27).

According to Euromonitor, the global retail sales of nicotine pouches in 2024 was over 23.46 billion units, a rise of 50.5% year-on-year (28). VELO’s global volume was estimated to have increased to 47.1% in 2025 over the previous year (29). In 2025, ZYN was sold in 55 countries and represented approximately 67% of the nicotine pouch sales in the USA (30). on! global sales increased by 10.9% from 2024, while its share of the nicotine pouch market was flat (8.2% vs 8.1%) (31).

In 2025, the global nicotine pouches market size was estimated at US \$6959.7 million, with the share of sales highest in North America, mostly the USA, and a revenue share of 79.1% (32). Outside the USA, nicotine pouches are most popular in Germany, Poland, Sweden and other Nordic countries and the United Kingdom, and forecast to be growing fast in other countries, like Pakistan (28).

The European market for “modern oral nicotine”, including nicotine pouches, gums and lozenges, in 2024 was US \$1,667 million (33). In the United Kingdom, Nordic Spirit is the second largest-selling brand, with a share of 27.7% (34).

In the USA, sales in convenience stores in 2024 indicated that ZYN led, with 392.8 million units (63.4%) sold, followed by on!, with 145 million units (23.4%), Rogue at 46.5 million units (7.5%), VELO at 22.3 million units (3.6%) and ZONE at 8.7 million units (1.4%) (35). In 2025, in the USA, ZYN nicotine pouches were selling at a rapidly increasing rate of 797.9 million tins per year, and non-USA sales were approximately 80 million tins (36). BAT aimed to extend VELO Plus distribution to 110 000 shops in the USA by April 2025 (37). Revenue in the US market increased by 297% after national roll-out of VELO Plus (38).

3.5 Brand names of transnational tobacco companies' nicotine pouch products

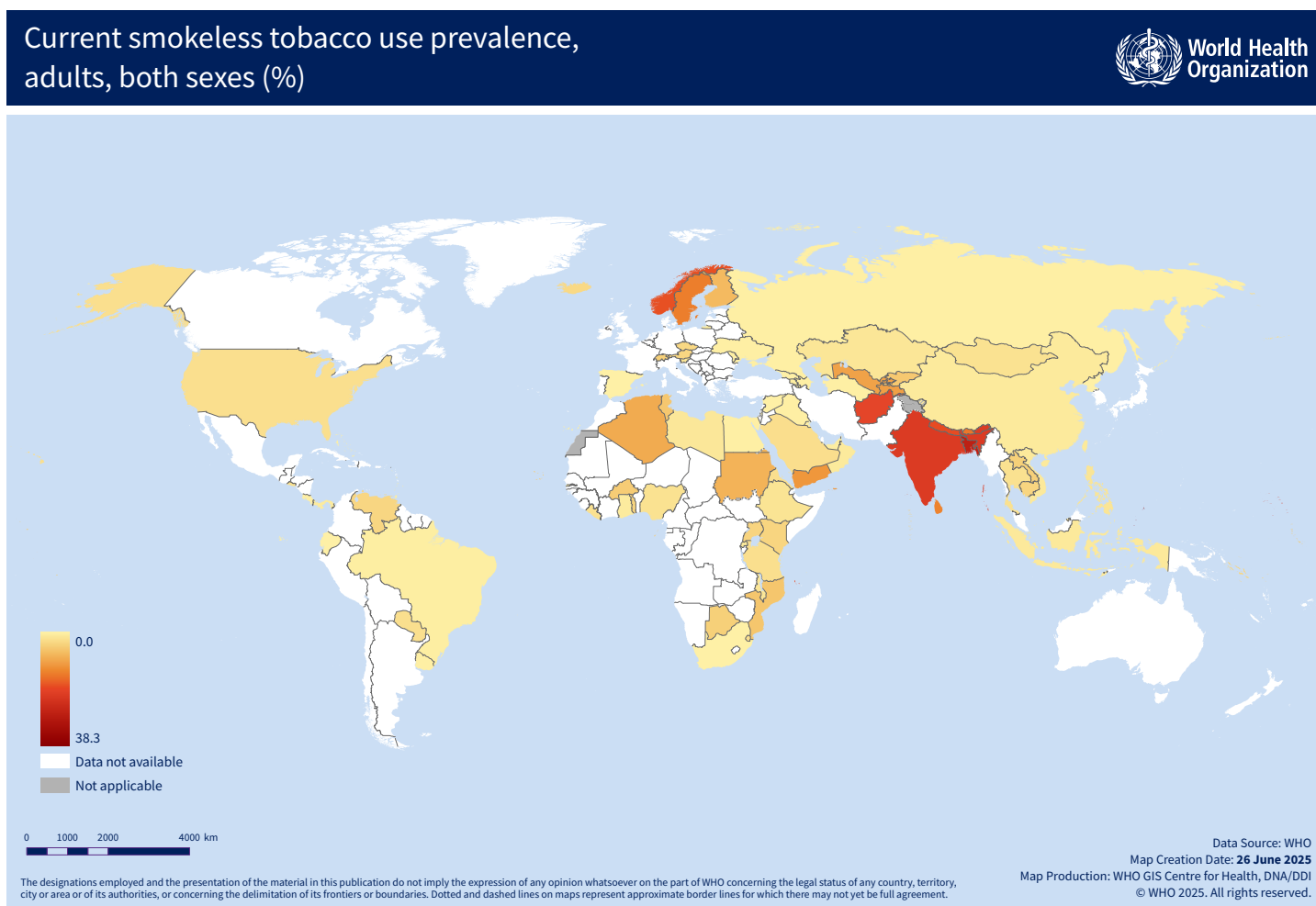
Numerous transnational tobacco company brand names portray their product as being uplifting and energizing. Examples include LYFT, Rush, Boost, VOLT, Thunder and on!. “Vélo” is French for bicycle, and VELO suggests velocity, which is reinforced by the kinetic forward arrow of the product logo. ZYN slogans include “Find your ZYN”, which suggests Zen-like properties. The names Rogue and Nordic Spirit suggest that use of their nicotine pouches leads to freedom, individuality and even rule breaking. “Shiro” in Japanese refers to both a Samurai warrior and the colour white, a connotation probably appreciated only in Japan. Sirius is the brightest star in the night sky, and Swave recalls the word “suave” (charming, confident and elegant).

3.6 Global prevalence of smokeless tobacco use

As noted previously, nicotine pouches are similar to the smokeless tobacco product, snus, in some respects. While smokeless tobacco products have long been on the market and are covered by many national laws, the same does not apply to nicotine pouches. In national surveys, some users of nicotine pouches report them as “white snus”, thus causing under-reporting and skewing the actual prevalence of nicotine pouches. This section briefly reports the global prevalence of smokeless tobacco to provide important context for nicotine pouches.

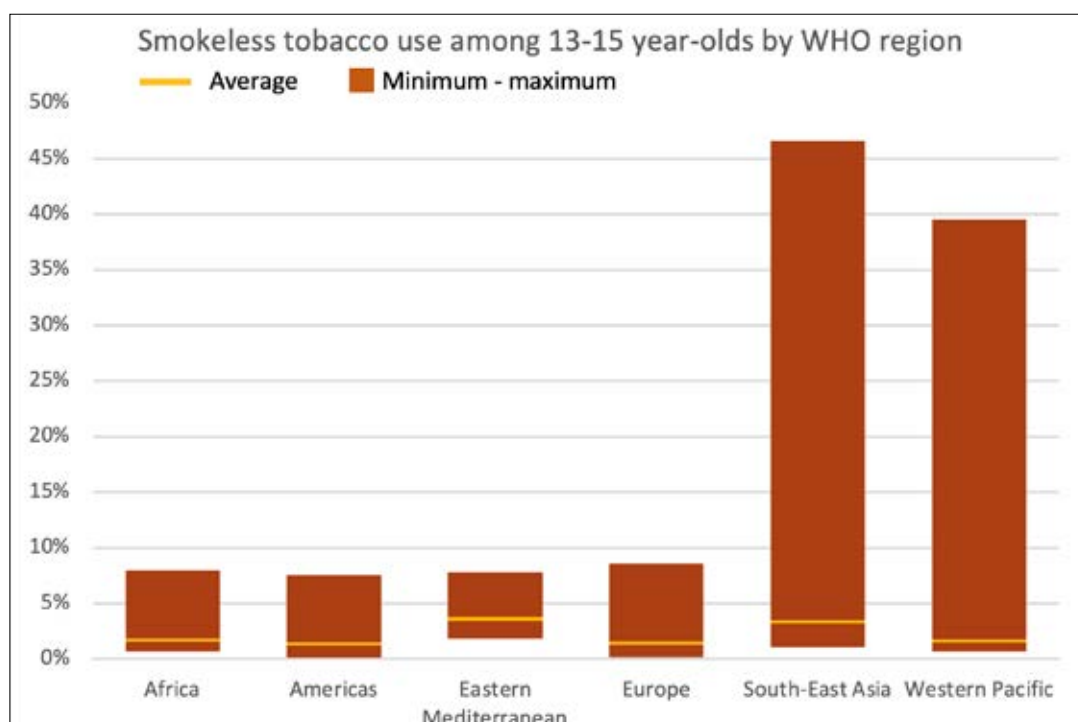
Use of smokeless tobacco varies regionally (Fig. 7). The available data indicates that use of smokeless tobacco is most prevalent in Asia, especially South Asia, northern Europe and some parts of Africa and the USA (39). As reported above, sales of nicotine pouches are highest in Europe, including in Sweden, and the USA.

Fig. 7. Adult smokeless tobacco use



Source: WHO (39).

The prevalence of use of smokeless tobacco products among adolescents aged 13–15 years by WHO region is shown in Fig. 8. Based on national school-based surveys gathered for the WHO Report on the Global Tobacco Epidemic 2025, the average prevalence of smokeless tobacco use is highest in the South-East Asia and Eastern Mediterranean Regions. The top of each bar shows the highest prevalence recorded in countries of the Region, and the bottom of each bar shows the lowest prevalence recorded. The 73 countries which had no survey measuring smokeless tobacco use were assumed to have 0% prevalence, which likely has resulted in an underestimate of the global average.

Fig. 8. Use of smokeless tobacco products by young people aged 13–15 years, by WHO region

Source: Data collected for the WHO Report on the Global Tobacco Epidemic 2025.

Note: excludes 73 countries with no current data, representing 28% of the global population aged 13–15.

3.7 Prevalence and patterns of use of nicotine pouches

As nicotine pouches have been introduced relatively recently, research on their geographical prevalence and use is limited.

In the USA, nicotine pouch use among youth and young adults has surged, nearly quadrupling between 2022 and 2025. Among middle-school and high-school students, nicotine pouch use rose from #6 in 2023 to #2 in 2024, among tobacco and related products.

Data released from the Tobacco Epidemic Evaluation Network Study in the USA in September 2025 indicate that nicotine pouch use among youth (13–20 years old) and young adults (21–27 years old) has surged in recent years, nearly quadrupling between 2022 and 2025 (40). More than three in four youth and young adults who use nicotine pouches use at least one other tobacco product (40). In the 2024 US National Youth Tobacco Survey among middle (11–14 years old) and high-school students (14–18 years old), nicotine pouch use rose precipitously from the previous year, from #6 to #2 of tobacco product use (41). In 2024, nearly half a million (480 000) adolescents were using nicotine pouches, an increase of 80 000 from 2023. At the time that this publication went

to press, the preliminary weighted estimates for the 2025 survey had just been released; this publication reports the 2023 and 2024 published findings.

A study of nicotine pouch users aged 21–24 years in California, USA, showed that interest was greatest among e-cigarette users, especially those who were motivated to reduce or quit using e-cigarettes (42). Two other studies in the USA, among adolescents and young adults, showed that the greater interest in non-therapeutic oral nicotine products was among e-cigarette users (43,44). In a study of the relative popularity of tobacco products among adolescents, a survey of high-school students (generally, 14- to 18-year-olds) in California, USA, showed that use of non-therapeutic oral nicotine products in the past 6 months (1.7%) was second only to e-cigarette use (5.5%) and surpassed use of conventional tobacco products, including cigarettes, cigars and hookah (1.3%) Furthermore, use of non-therapeutic oral nicotine products was highest among adolescents who used other tobacco products (45). In a group of adolescents and young adults (aged 15–25 years) who were current nicotine pouch users, 73% also currently smoked cigarettes (46).

Similarly, a representative monthly cross-sectional survey of tobacco and nicotine use in the United Kingdom, among participants aged ≥ 16 years, used data from the 2020–2025 Smoking Toolkit Studies to estimate trends in the prevalence of current nicotine pouch use (47). From 2022, increases were concentrated among young people; in 16–24-year-olds, nicotine pouch use rose from 0.7% in January 2022 to 4.0% in March 2025, with no meaningful change among those aged ≥ 35 years. Use of nicotine pouches was higher among 16–24-year-old men and those who smoked or used e-cigarettes. Of people who used nicotine pouches surveyed between January 2022 and March 2025, 56% smoked, 39% used e-cigarettes, and 16% had never smoked regularly. Among people who attempted to quit smoking in the past year, the proportion who used pouches in their most recent quit attempt increased from 2.6% in October 2020 to 6.5% in March 2025 (47).

Much attention is being paid to the possibility that use of newer nicotine delivery products could lead to nicotine addiction among nicotine-naïve adolescents, some of whom will go on to become cigarette smokers. While e-cigarettes have had a sizeable uptake among youth, the appeal of nicotine pouches to underage populations is still evolving. Extensive use of youth-frequented social media channels (e.g. Instagram, Facebook, TikTok) and other digital platforms (e.g. brand websites, promotional e-mails) to promote nicotine pouch use, with advertising themes known to be attractive to youth, such as stealthiness in school or while playing sports, raises the likelihood that penetration of the youth market will increase over time.

Nicotine pouches are aggressively marketed and promoted to young people. This makes increased youth market penetration more likely over time, calling for coordinated, urgent, decisive action.

4 Nicotine pharmacokinetics, concentrations and package labelling

4.1 Pharmacokinetics

Many nicotine pouches contain nicotine salt, because its lesser harshness encourages users to take higher nicotine concentrations and because it interferes less with their appreciation of sweet and fruity flavour additives. Some manufacturers claim use of “non-tobacco-sourced”, synthetic nicotine, as, in some jurisdictions, this reduces the regulatory limitations (see discussion in section 15). The presence of nicotine analogues in some nicotine pouches often also allows by-passing of national regulations governing specifically tobacco-derived nicotine or other laws. Absorption of nicotine from nicotine pouches may be influenced by several variables: the concentration and total quantity of nicotine in the nicotine pouch, the form of the nicotine, the pH, the surface area and thickness of the nicotine pouch and the affinity of nicotine to the carrier matrix and the permeability of the pouch (2). Other influencing factors may include the location of the nicotine pouch in contact with the buccal mucosa and gingiva, the duration of exposure, the amount and frequency of salivation moisturization and behaviour such as massaging the nicotine pouch and moving it about within the buccal–gingival sulcus. Only a fraction of nicotine in the nicotine pouch is absorbed through the oral mucosa, while some is swallowed with saliva, and a portion remains within the discarded nicotine pouch (2). Nicotine pouches are available in a variety of sizes that are marketed for different users. They include large, slim, super slim and mini (48).

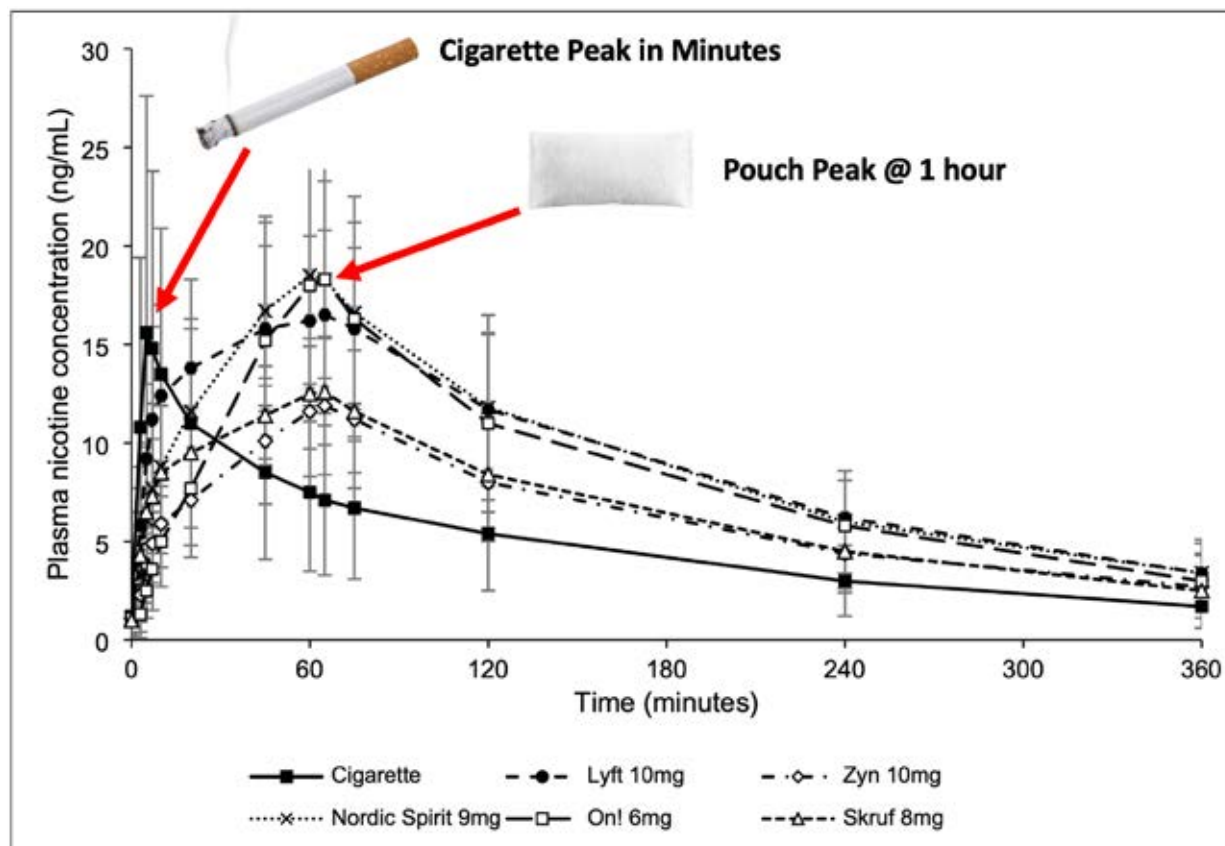
There is a growing trend to include synthetic nicotine, and some nicotine pouches contain nicotine analogues. Both of these substances by-pass many national regulations that are restricted to tobacco-derived nicotine.

Nicotine pouches are evolving rapidly, with new ways of increasing nicotine delivery. It is likely that, for nicotine pouches of similar dimensions, the nicotine dose of a slim nicotine pouch dissolves more thoroughly than that of a thick one. Swedish Match has introduced a “pearls technology”, which the company claims enhances nicotine dissolution by 77% in 5 min (49).

A number of studies have been published on the pharmacokinetics of nicotine absorption via nicotine pouches, almost all of which were sponsored by the tobacco industry and should therefore be viewed with caution, as industry research may be subject to bias (50–57).

Fig. 9, which shows nicotine absorption from a cigarette and from nicotine pouches (50,58), indicates that the peak nicotine level released by a cigarette is reached nearly instantaneously, while that of nicotine pouches rises gradually to a peak in about 1 h. Interestingly, the nicotine in 10-mg LYFT achieved a slightly lower peak than that in 6-mg on!, suggesting that factors other than nicotine concentration influence absorption. The difference may be due to the much higher freebase nicotine fraction in on! than in LYFT, which enhances its bioavailability, although other factors may contribute. Freebase nicotine is more readily absorbed across mucous membranes than the protonated form (nicotine salt) (58).

Fig. 9. Nicotine absorption from a cigarette and from nicotine pouches (LYFT, ZYN, Nordic Spirit, on! and Skruf)



Source: McEwan et al. (50); Li et al. (58).

Arrows and photos of cigarette and nicotine pouch added.

In a study by the US Centers for Disease Control and Prevention, independent of industry sponsorship, nicotine pouches were found to vary substantially in their moisture content, pH, total nicotine and free nicotine (59).

Table 1 summarizes the moisture, pH and total vs free nicotine in some nicotine pouches.

Table 1. Moisture, pH and total vs free nicotine in nicotine pouches

Brand ^a	Number of Products	Moisture content		Total nicotine ^b	Total nicotine ^b	Free nicotine ^b	Free nicotine ^b
		(%)	pH	(mg/g)	(mg/pouch)	(mg/g)	(mg/pouch)
Velo 2 mg	2	1.32 (0.10)	7.26 (0.04)	8.47 (1.01)	1.33 (0.16)	1.26 (0.18)	0.197 (0.026)
Velo 4 mg	2	1.82 (0.13)	7.39 (0.04)	7.83 (1.24)	2.82 (0.45)	1.48 (0.24)	0.538 (0.092)
Rogue 3 mg	4	5.58 (0.31)	7.75 (0.17)	4.01 (0.19)	2.39 (0.10)	1.45 (0.23)	0.870 (0.141)
Rogue 6 mg	4	7.12 (0.39)	7.96 (0.11)	8.34 (0.44)	5.20 (0.23)	3.73 (0.31)	2.37 (0.21)
ZYN 3 mg	6	3.29 (0.10)	8.59 (0.09)	7.97 (0.13)	2.64 (0.05)	6.02 (0.26)	1.99 (0.09)
ZYN 6 mg	5	4.01 (0.30)	8.44 (0.12)	16.3 (0.4)	5.43 (0.13)	11.2 (0.6)	3.71 (0.18)
on! 3 mg	3	5.89 (0.28)	9.38 (0.01)	7.15 (0.39)	2.22 (0.14)	6.86 (0.38)	2.13 (0.13)
on! 6 mg	3	7.60 (0.23)	9.58 (0.03)	16.5 (0.9)	5.22 (0.31)	16.0 (0.9)	5.07 (0.29)
White Fox	1	45.2 (0.29)	10.1 (0.0)	13.7 (0.1)	6.11 (0.04)	13.6 (0.1)	6.07 (0.04)
Lyft	7	41.4 (0.75)	7.64 (0.07)	10.9 (0.5)	4.58 (0.20)	3.54 (0.38)	1.46 (0.15)

Summary of means (standard error) of moisture, pH, and nicotine (total, free) in products analyzed in this study

^a $n = 3$ for each product for measurement of moisture, pH, and nicotine (total, free).

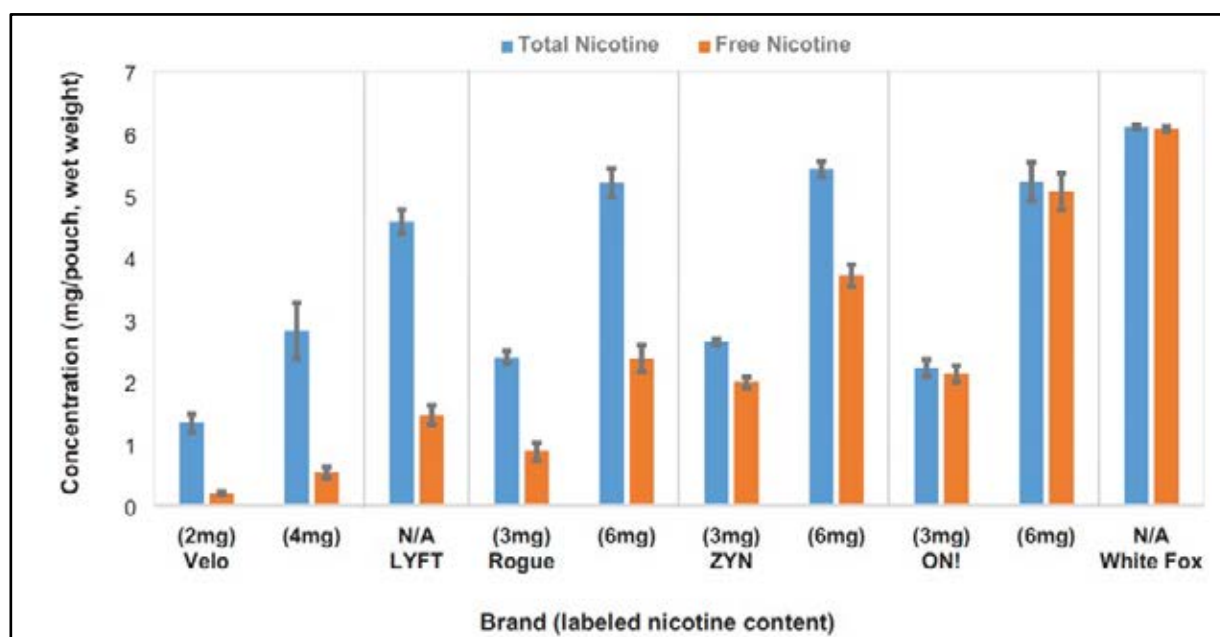
^b Concentration based on wet weight of product.

Source: Stanfill et al. (59).

Three samples of each product were used to measure pH and total and free nicotine according to the wet weight of the product.

Fig. 10 shows the total measured nicotine concentration and the fraction of free nicotine (unprotonated), which is more bioavailable, in a series of nicotine pouch brands (59). The nicotine concentration specified above each brand name is derived from the product label. Note that the amount of nicotine was not displayed on either LYFT or White Fox. The measured nicotine concentration ranged from about 1 to 6 mg per pouch. In VELO, the concentration of nicotine was lower than that listed on the label. Free nicotine ranged from < 7.7% to > 99%, which correlates with more alkaline pH.

Fig. 10. Total measured nicotine concentration and the fraction of free nicotine (unprotonated, which is more bioavailable) in a series of nicotine pouch brands



Source: Stanfill et al. (59).

A study of nicotine dissolution in on! products in vitro was conducted in an artificial saliva flow-through cell apparatus in a study sponsored by Altria (60). The study showed an anticipated dose-related rise in nicotine delivery. In this laboratory setting, the release of nicotine was about 40% within 10 min, 80% within 20 min and 100% by 40 min. The highly efficient dissolution found by pumping artificial saliva through a nicotine pouch is, however, unlikely to be equivalent to physiological absorption in a consumer’s mouth (60).

4.2 Addictive potential of nicotine pouches

Nicotine pouches can be highly addictive. Initiation during youth increases the likelihood of sustained addiction, dual or poly-product use and future transition to other tobacco and related products.

Nicotine pouches can be highly addictive, initiating, sustaining or even increasing addiction, depending on their use. While they are addictive, nicotine pouches contain fewer toxins than cigarettes (51,61,62). It has been suggested that they could play a role in reducing or quitting cigarette smoking (63).

Another concern about nicotine pouches and other, newer forms of nicotine delivery is their concomitant (i.e. dual or poly) use with other tobacco and related products (64). Use of cigarettes in places where smoking is allowed and of nicotine pouches in places

where smoking is prohibited (e.g. classrooms, sporting activities, restaurants, bars and workplaces) increases addiction and makes smoking cessation less probable. A major concern is the attractiveness of nicotine pouches to nicotine-naïve youth (see section 3.7).

4.3 Nicotine content of nicotine products

Table 2 shows the nicotine content of major nicotine pouch brands of transnational tobacco companies (in March 2023). Lack of standardization of labelled nicotine content results in imprecise comparisons. Some brands define nicotine concentrations in terms of mg/g and others in mg/pouch. Comparisons are also complicated by the fact that manufacturers do not usually indicate the weight of nicotine-bearing fibre in each nicotine pouch. For example, in VELO, the range of nicotine concentrations was from as low as 2 mg to as high as 20 mg, a 10 times concentration differential. Fig. 11 shows the nicotine content of major nicotine pouch brands.

Table 2. Nicotine content of nicotine pouches offered by the seven major transnational tobacco companies

British American Tobacco			Swedish Match						Philip Morris International			Imperial Tobacco			Altria			Japan Tobacco International			Swisher		
Velo			ZYN			VOLT			SHIRO			Skruf			On!			Nordic Spirit			Rogue		
mg/pouch	mg/g	pouch wt. (g)	mg/pouch	mg/g	pouch wt. (g)	mg/pouch	mg/g	pouch wt. (g)	mg/pouch	mg/g	pouch wt. (g)	mg/pouch	mg/g	pouch wt. (g)	mg/pouch	mg/g	pouch wt. (g)	mg/pouch	mg/g	pouch wt. (g)	mg/pouch	mg/g	pouch wt. (g)
4	8	0.5	1.5	3.8	0.4	4	5.7	0.7	-	3.6	-	6	8	0.72	2	7.6	0.26	6	8	0.65	3	4.5	0.68
6	8	0.7	1.6	4	0.4	6.5	9.3	0.7	2.2	6	0.36	8.7	12	0.72	3	11	0.27	9	12	0.65	6	8.9	0.68
6	8.5	0.7	3	7.5	0.4	9	11	0.8	4.8	8	0.6	11.9	17	0.72	4	15.1	0.26	12	16	0.65			
6	12	0.5	3	8	0.4	9.3	13	0.7	-	10	-	12	18	0.72	6	22.2	0.27						
8	16	0.5	6	15	0.4	9.5	13.5	0.7	8.4	14	0.6	18	26	0.72	8	30.7	0.26						
10	13.6	0.7	6.5	8	0.8	11	14	0.8	-	15.5	-	20	23	0.8	9	33.3	0.27						
10	14	0.7	8	10	0.8	10.5	15	0.7	9	16	0.5	Zone X											
10.9	15.5	0.7	9	11	0.8	12.5	16	0.7	12	12	1	5	7.8	0.65									
14	20	0.7	9	15	0.6	13	16	0.8	Sirius			8	11	0.65									
15	15	1	9.6	12	0.8	Swave			8	16	0.5	10	15	0.65									
17	24	0.7	11	14	0.8	5.5	11	0.5															
Lyft			Thunder			7	14	0.5															
4.3	8.6	0.5	9	-	-	9	-	-															
5.6	8	0.7	10.4	16	0.8	11	14	0.8															
6	8.5	0.7	11	13.8	-	-	13.3	0.8															
10	14	0.7	13	16.3	0.8																		
10.9	15.5	0.7	15.5	15.5	1.0																		
14	20	0.7																					

Source: SRITA original research product (3).

Data compiled from product labels and details provided on manufacturers' websites.

The nicotine concentration of nicotine pouches varies widely, with labels showing nicotine concentrations as high as 150 mg. Some products are sold in multiple strength tiers marketed as for “beginners”, “advanced” and “experts”

Fig. 11. Highest nicotine content offered by major nicotine pouch brands in 2023, indicated as mg/pouch



Source: SRITA original research product (3).

4.4 Nicotine pouches with high and exceptionally high nicotine content

As context for this section on high and exceptionally high nicotine content, nicotine replacement therapy products intended to support smoking cessation, such as Nicorette gums and lozenges, contain a nicotine dose of 2 or 4 mg (65). Pablo nicotine pouches, which are widely available from online nicotine pouch purveyors, contain as much as 30 mg/g of nicotine (66). The inspiration for the Pablo nicotine pouch illustrations appears to be the Colombian drug lord, Pablo Escobar, as advertisements for the brand and the tin design show a smiling, heavily armed man (Fig. 12). The descriptor “Danger Strong” is on the front of many tins. Some smokeless tobacco products, such as snus, also contain high nicotine levels (67).

Fig. 12. Examples of nicotine pouches with high nicotine concentrations, containing as much as 30 mg/g of nicotine



Source: SRITA original research product (3).

Kurwa (68), which is widely available from online nicotine pouch purveyors, offers a variety of sweet and fruit-flavoured nicotine pouches with 50 mg/g nicotine, in flavours such as bubble gum, ice cream, strawberry cake and pink rose lemonade. Kurwa's tins carry descriptors such as "brutal" and "fatality" and display bundles of dynamite on the tin (69,70). Iceberg also offers nicotine pouches that are strong (150 mg/g nicotine) and in youth-appealing flavours such as bubble gum and ice cream (see Fig. 13).

Fig. 13. Examples of nicotine pouches with exceptionally high nicotine content



Source: SRITA original research product (3).

4.5 Labelling of nicotine content

Labelling of the nicotine content of nicotine pouches on tins can be confusing and misleading.

Labelling of the nicotine content of nicotine pouches is notably inconsistent. Examples include mg/pouch, mg/g or even mg/tin containing several pouches. For some products, a qualitative scale is used, with indicators such as "low", "medium", "strong" and "extra strong". The products with the highest concentrations carry various labels, such as "max", "ultra", "extreme", "X-strong" and even "brutal". The qualitative descriptors of nicotine content on VELO tins do not specify the nicotine concentration per pouch, and the highest level of nicotine is described as VELO X-Freeze Ultra/Max. Others use a dot system, one to four dots indicating low to high nicotine. See Figs. 14 and 15. Some nicotine pouches, especially those offered by start-ups rather than transnational tobacco companies, give no indication of the nicotine content of a tin.

Fig. 14. Concentrations of nicotine (mg/pouch) in VELO nicotine pouches



Source: SRITA original research product (3).
The concentrations are from the VELO website.

Fig. 15. Shiro nicotine pouch tins indicate nicotine content with one to four dots, supplemented by text indicating low, medium, strong and extra strong



Source: SRITA original research product (3).

Labelling of the nicotine content of pouches on tins can thus be confusing and misleading. In a study of 44 nicotine pouches, 29 products had no clear labelling of the nicotine content, and the descriptions were often ambiguous (71). Furthermore, the labelled nicotine concentration frequently diverged from that actually measured. The nicotine content ranged from < 2 mg/pouch to nearly 50 mg/pouch, with a median of 9.48 mg/pouch. In a study of a case series in 2025, the contents of nicotine analogue pouch products available in the USA and documented associated marketing claims were studied, further supporting the fact that the labelled nicotine concentration may be different from that actually measured and also showed that some products labelled as containing nicotine analogues contained nicotine (72).

4.6 Nonstandardization of nicotine pouch labelling

The current highly variable labelling of the nicotine content of nicotine pouch products (mg/pouch, mg/g, mg/tin) can confuse consumers. Of these labels, mg/pouch most accurately represents the total nicotine content of each nicotine pouch, although this metric by itself would be insufficient. Many consumers might interpret 20 mg as a small amount of nicotine when it is actually very high (73). In addition, products with identical values of mg/pouch may differ greatly because of the pharmacokinetics of nicotine delivery and the pH of the nicotine pouch. The expression mg/g, currently used by a number of brands, requires knowledge of the weight of the matrix in the nicotine pouch, which is not usually listed on the product label. The median nicotine pouch weight has been reported to be 0.643 g (range, 0.305–1.246 g); most nicotine pouches weigh 0.5–1 g (71). Consumers should not be expected to calculate the concentration of nicotine per pouch, especially as manufacturers often do not list the weight on packaging. Although an enterprising vendor has provided a detailed description of a method for calculating nicotine pouch strength from data per gram (74), few consumers are likely to use it. The dot system for indicating nicotine content may be informative for consumers; however, the values are different for different brands, some using up to four dots and others using seven or more. Descriptors such as “low”, “medium”, “strong” and “extra strong” may be used by nicotine pouch manufacturers to exploit lower nicotine intensity as a means of suggesting reduced harm.

Another source of confusion is that some brands use these descriptors to refer to the intensity of flavour rather than the nicotine content or perhaps both. For example, VELO’s Ultra X-freeze was described as “explosive freshness of menthol”, while X-Freeze Max was described as “intense peppermint with refreshing menthol” and X-Strong Freeze as “intense mint flavour”. The marketing strategy appears to be that intense mint flavour masks the harshness of higher nicotine content.

The website of the French online nicotine pouch vendor Nicopouches (75) provides nicotine concentrations with listings of mg/pouch, mg/g and nicotine pouch weight. Their marketing department nevertheless uses vivid descriptive language: “Fresh Max#6: Ice-cold mint flavours for nicopods lovers looking for a thrill!” and “Extra Strong Kick and Large format for a powerful taste!”.

The Tobacco Products Directive 2001/37/EC of the European Union banned (effective, 2003), “texts, names, trademarks and figurative or other signs suggesting that a particular tobacco product is less harmful than others”, with the exception of products manufactured for export. The 2014 revision of the Directive (2014/40/EU) states that the tobacco product itself shall not include any element or feature that “suggests that a particular tobacco product is less harmful than others or aims to reduce the effect of some harmful components of smoke or has vitalising, energetic, healing, rejuvenating, natural,

organic properties or has other health or lifestyle benefits” or “refers to taste, smell, any flavourings or other additives or the absence thereof”. The revised Directive does not, however, address nicotine pouches (76). Consideration is now being given to adoption of an updated Tobacco Products Directive, which may cover more recent nicotine products, such as nicotine pouches (77–79).

The US Food and Drug Administration has mandated that nicotine pouch labels include “an accurate statement of the quantity of the contents in terms of weight, measure, or numerical count” as well as a standardized nicotine addiction warning label (80). Designations of nicotine on US nicotine pouch products are shown in Fig. 16.

Fig. 16. Nicotine designations on the US nicotine pouch products



Source: SRITA original research product (3).

In acknowledgement that nicotine delivery depends on factors other than the nicotine concentration (e.g. pH, nicotine pouch thickness), the Rebel brand of nicotine pouches includes dot labels for both “strength” and “release”. It is interesting that Rebel nicotine pouches are marketed specifically to athletes (Fig. 17).

Fig. 17. Labelling of Rebel nicotine pouches



Source: SRITA original research product (3).

Studies of consumer perceptions should be conducted to determine whether such labelling is understood. In the past, descriptors such as “low tar”, “light”, “super-light” and “ultra-light”, falsely implying greater healthfulness, were widely used.

4.7 Adoption of new ways for delivering nicotine in nicotine pouches

The tobacco industry has long sought to enhance the bioavailability of nicotine by selective breeding of tobacco plants to increase the concentration of nicotine in the leaves and by adjusting the pH by the addition of ammonia (free-basing) (81). Since the mid-2010s, e-cigarettes have included nicotine salts to reduce their harshness, which make it possible to increase nicotine concentrations without making the product unpalatable (82). Similarly, nicotine pouch brands are introducing new ways of delivering nicotine to enhance the addictive potential of the products.

Swedish Match (acquired by PMI in 2022) introduced “Pearls technology” for “faster, stronger nicotine release, and a fuller flavour that lasts up to 30 minutes” in its VOLT products in 2022. During 2024–2025, Swedish Match discontinued the VOLT brand and consolidated its portfolio on ZYN (49) (Fig. 18). According to the ZYN website, each “Pearls” nicotine pouch is filled with over 1000 tiny biodegradable cellulose pearls with flavour and nicotine on their surfaces. The spherical shape of the nicotine-coated pearls gives each pearl more surface area and more space, thereby allowing faster release of nicotine. A claim used in marketing of the product is “Nicotine like never before”. The slimmer size of the “Pearls” nicotine pouches makes them more discreet and to fit better in the mouth. According to the VOLT website, VOLT Pearls make “the bag ‘fit’ exactly as it should” (83) and make it available in slim, elongated pouches to keep their shape longer, thereby probably improving absorption of nicotine through the oral mucosa.

“Pearls technology” is claimed to promote faster absorption of nicotine and more intense flavours. The products are available from ZYN and VOLT (consolidated into the ZYN portfolio in 2024–2025) with various flavours. They are described as a “powerful nicotine and flavour experience” and as “strong”, in bright red to market the intensity of both nicotine and flavour. The VOLT Pearls nicotine pouches have been marketed as “A whole lot more. The Taste. The Strength. The Fit. You Name it.” These “Pearls” exemplify new ways of enhancing the rapidity and intensity of nicotine delivery.

Fig. 18. “Pearls” to enhance flavour and intensify nicotine delivery



Source: SRITA original research product (3).

5 Flavours in nicotine pouches

The tobacco industry uses flavours to increase the appeal of tobacco and related products by masking the harsh taste and irritation of tobacco and nicotine, facilitate inhalation and make the products more palatable and easier to use (84). Flavoured tobacco and related products have been used to encourage their adoption by youth (64). Some countries use the term “characterizing flavour”, which generally implies that a flavoured tobacco and related product has a distinguishable taste or aroma. Nevertheless, tobacco products, notably cigarettes, contain flavour additives such as liquorice, cocoa and honey, at levels not clearly distinguishable to the consumer but which soften the harshness and mask the unpleasant taste of tobacco smoke (84,85). It is to be noted that tobacco and related products may have low levels of flavour additives that do not have a distinctive taste or smell but may still alter the sensory effects of tobacco or nicotine.

The sensory perception of flavours involves three systems: gustatory (tongue taste receptors), somatosensory (mouth-feel) and olfactory (smell) (86–88). The central role of the somatosensory (chemaesthetic) system, which imparts mouth -feel, including cooling or burning sensations in taste perception, indicates that tobacco and related products that contain cooling agents should be considered as having “characterizing” flavours (89). While many countries have regulated flavours in conventional tobacco products, cigarettes nevertheless contain a variety of flavour ingredients, such as liquorice, cocoa and sugars, although the presence of these flavouring agents is not declared (84).

As the revenue from conventional products sold by transnational tobacco companies has decreased steadily in recent decades, the companies have introduced new tobacco and related products, such as heated tobacco, e-cigarettes and nicotine pouches, in an effort to sustain revenue. These products, including nicotine pouches, are marketed in a wide variety of flavours (90–93), as illustrated below. Nicotine pouches stimulate primarily oral gustatory and somatosensory senses, with little or no olfactory component.

Flavours enhance attractiveness and appeal, especially to young people, contributing to experimentation, initiation and sustained tobacco and nicotine use.

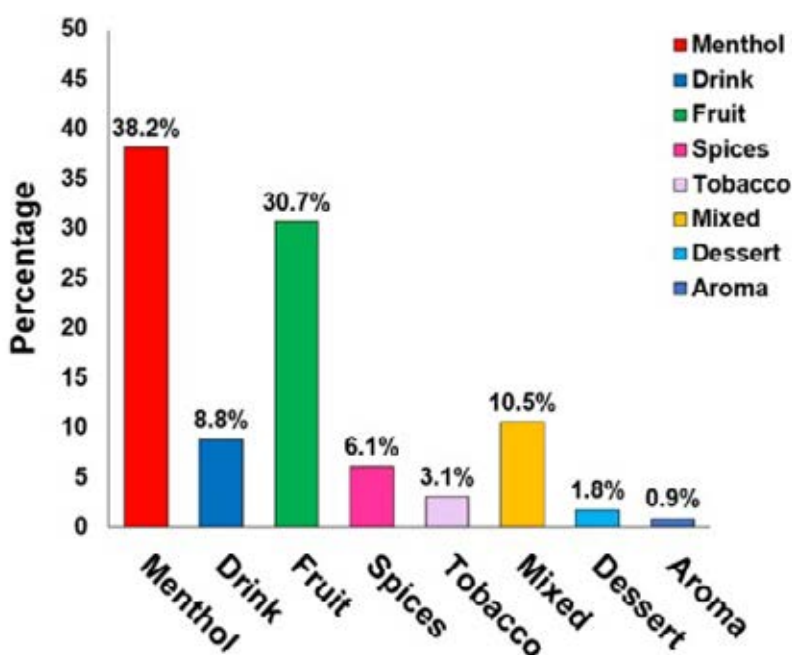
5.1 Flavour preferences

Flavoured tobacco and related products disproportionately attract young people (94). Flavours promote tobacco and nicotine use among youthful starters and contribute to the onset of nicotine addiction (95,96). A cross-sectional survey was conducted of flavoured nicotine pouch use in the USA by 6131 participants between the ages of 13 and 40 who had used nicotine pouches in the past 30 days (97). Among the 233 adolescent and young adult participants aged 13–20 years, the most commonly used nicotine pouch flavours were mint or menthol varieties, including “Ice” (30.5%), followed by sweet or candy (29.2%) and then fruit (23.6%). Tobacco-flavoured nicotine pouches were used by only a small fraction of young users (7.3%); tea flavour was used less often (6.9%).

Numerous studies provide insights into the flavour preferences of youth, in many of which flavour preferences among e-cigarette users were explored. Such studies are consistent with findings specific to nicotine pouches and illustrate that both product categories target the same population groups by using similar flavour categories. A systematic review showed that adolescents consider flavour the most important factor in trying e-cigarettes (98). Among young e-cigarette users, fruit and sweet or candy flavours predominate (99). Adults were more likely than youth to use tobacco flavour (100).

A survey of 228 flavours in 28 nicotine pouch brands in 2023 (101) indicated the distribution of flavoured products on the market in Europe and the USA (Fig. 19). Menthol (in this study, including cold mint, iced mint, soft mint, peppermint, and more variants of mint) and fruit flavours predominated, with few instances of tobacco flavour.

Fig. 19. Distribution of flavours in nicotine pouches in Europe and the USA, 2023



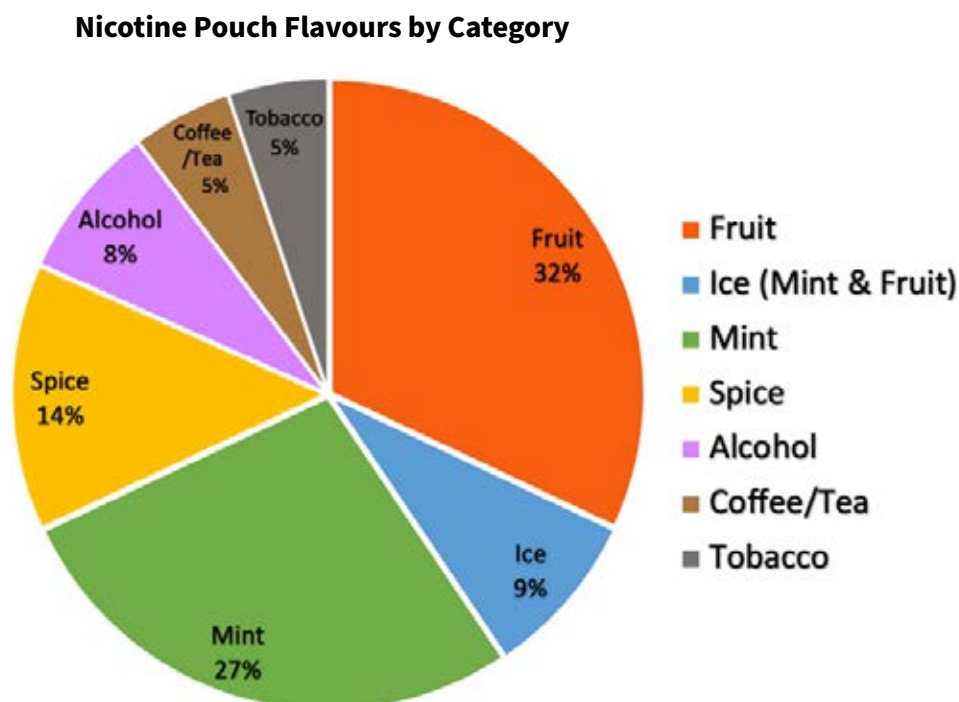
Source: Shaikh et al. (101).

5.2 Flavour spectrum of nicotine pouches

Nicotine pouches often contain various youth-appealing flavours (e.g., fruity, minty, sweet) such as “Cherry Punch” and “Frosted Apple”, and candy-like (e.g. “bubble gum” and “gummy bears”), which are particularly attractive to children.

Nicotine pouches are available in a wide variety of flavours in a number of categories. A comprehensive online survey of flavours in nicotine pouch brands conducted by SRITA in December 2022 identified 171 unique flavours (Table 3; Fig. 20). The survey covered 13 brands marketed by transnational tobacco companies in 14 countries. While the results illustrate the diverse flavours used in nicotine pouches, innumerable smaller brands sell these products, and this inventory is probably substantially smaller than the broader market. Generally, the flavours offered by small start-up brands are more likely to include dessert flavours, such as candy (e.g. bubble gum, gummy bears). The flavoured nicotine pouch market is dynamic, and additional flavours are continuously added.

Fig. 20. 175 flavours identified in a market survey of nicotine pouch flavours as of December 2022



Source: SRITA original research product (3).

Table 3. Flavours used by major transnational companies as of December 2022

British American Tobacco					Philip Morris International	
Velo (47)					SHIRO (15)	
Polar Mint	Freeze	Apple Blossom	Royal Tea	Exotic Clove	Tingling Mint	Smooth Liquorice
Peppermint	Urban Vibe	Lime	Caribbean Spirit	Wild Lavender	Cooling Mint	Spiced Blonde
Ice Cool	Black Cherry	Spicy Pineapple	Coconut Blast	Eucalyptus	Sweet Mint	Tropical Passion
Spearmint	Dragon Fruit	Tropic Breeze	Gin Tonic	Elaichi Blast	Fresh Mint	Cuba Libre
Easy Mint	Citrus Burst	Mellow Mango	Amaretto	Paan Rush	True North	Pina Colada
Mint	Orange Blossom	London Flair	Tokyo Zing	Cherry Punch	Mellow Bergamot	Sour Lime
Artic Frost	Ruby Berry	Berry Frost	Cinnamon	Summer Vibes	Sour Red Berry	Virginia Classic
Winter Chill	Elderflower Spritz	Hugo	Kräuter Mix	Yellow Root	Mojito	
X-Freeze	Royal Violet	Creamy Coffee	Liquorice	Coffee	Sirius (2)	
Wintergreen	Royal Purple				Cold Classic	Ice Cold
Lyft (5)					Japan Tobacco International	
Cool Air	Yuzu Cactus	Eucalyptus & Honey	Barista Twist	Just Bloom	Nordic Spirit (10)	
Swedish Match					Smooth Mint	Berry & Stripes
ZYN (22)					Spearmint	Berry Citrus
Menthol	Ice Mint	Apple Mint	Northern Woods	Dark Frost	Bergamot Wildberry	Strawberry
Cool Mint	Freeze Mint	Chill	Ginger Blood Orange	Deep Freeze	Watermelon	Melon Square
Peppermint	Citrus	Gold	Smooth	Espressino	Elderflower	Mocha
Wintergreen	Black Cherry	Bellini	Cinnamon	Coffee	Imperial Tobacco	
Spearmint	Lemon Spritz				Skruf (12)	
Swave (16)					SOLBÄR	Fresh Max
Apple XO	Cloudberry Sour	Mojito Sun	Cuba Libre	Taste Tobacco	BJÖRNBÄR	Fresh Ultra
Green Mintini	Rhubarb Smash	Grape Punsch	Cafetini	Lemon Flip	TRANBÄR	Original
Daiquiri	Tropic Spritz	Red Surfer	Aviation	Cinnamon Heat	Polar	Red Rhuby
Sparkles					Frozen Shot	Stark
Volt (14)					Nordic	Cassise
Spearmint Breeze	Deep Freeze	Twisted Berry	Big Bang	Java Shake	Zone X (7)	
Midnight Mint	Dark Frost	Mystic Blue	Cosmic Dust	Nothingness	Cold X	Berry Fresh
Cool Crisp	Frosted Apple	Red Swirl	Zesty Citrus		Mint X	Dark Flow
Thunder (7)					Sunset	Cosmic Blast
Cool Mint	Black Max	Dark Frost	Citrus	Apple Mint	Havana Breeze	
Frosted	Deep Freeze				Swisher	
Altria					Rogue (8)	
On! (14)					Wintergreen	Berry
Wintergreen	Spearmint	Citrus	Tropical Spice	Coffee	Peppermint	Honey Lemon
Sweet Mint	Mint	Berry	Spicy Magarita	Licorice	Spearmint	Mango
Smooth Mint	Original	Lemon Berry	Cinnamon		Cinnamon	Apple

Source: SRITA original research product (3).

5.3 Advertising imagery for promoting flavoured nicotine pouches by major tobacco companies

Fig. 21 shows flavoured nicotine pouch advertisements with vivid colours evocative of the flavours. Mint or menthol varieties are depicted in green or blue, whereas fruit flavours are coloured to match the fruit (e.g. yellow for lemon, red for strawberries, pink for watermelon). Often, these advertisements, taken from social media, include an appealing image of the fruit itself.

Fig. 21. Typical flavoured nicotine pouch advertisements





Source: SRITA original research product (3).

Nicotine pouch advertisements often depict not only the flavour (e.g. strawberry, gin and tonic) but also consumers enjoying the flavoured products. Customers who use VELO’s Cooling Storm and X-Freeze products are shown as astounded by their powerful cooling impact (Fig. 22).

Fig. 22. Advertising imagery depicting consumers enjoying flavoured nicotine pouches

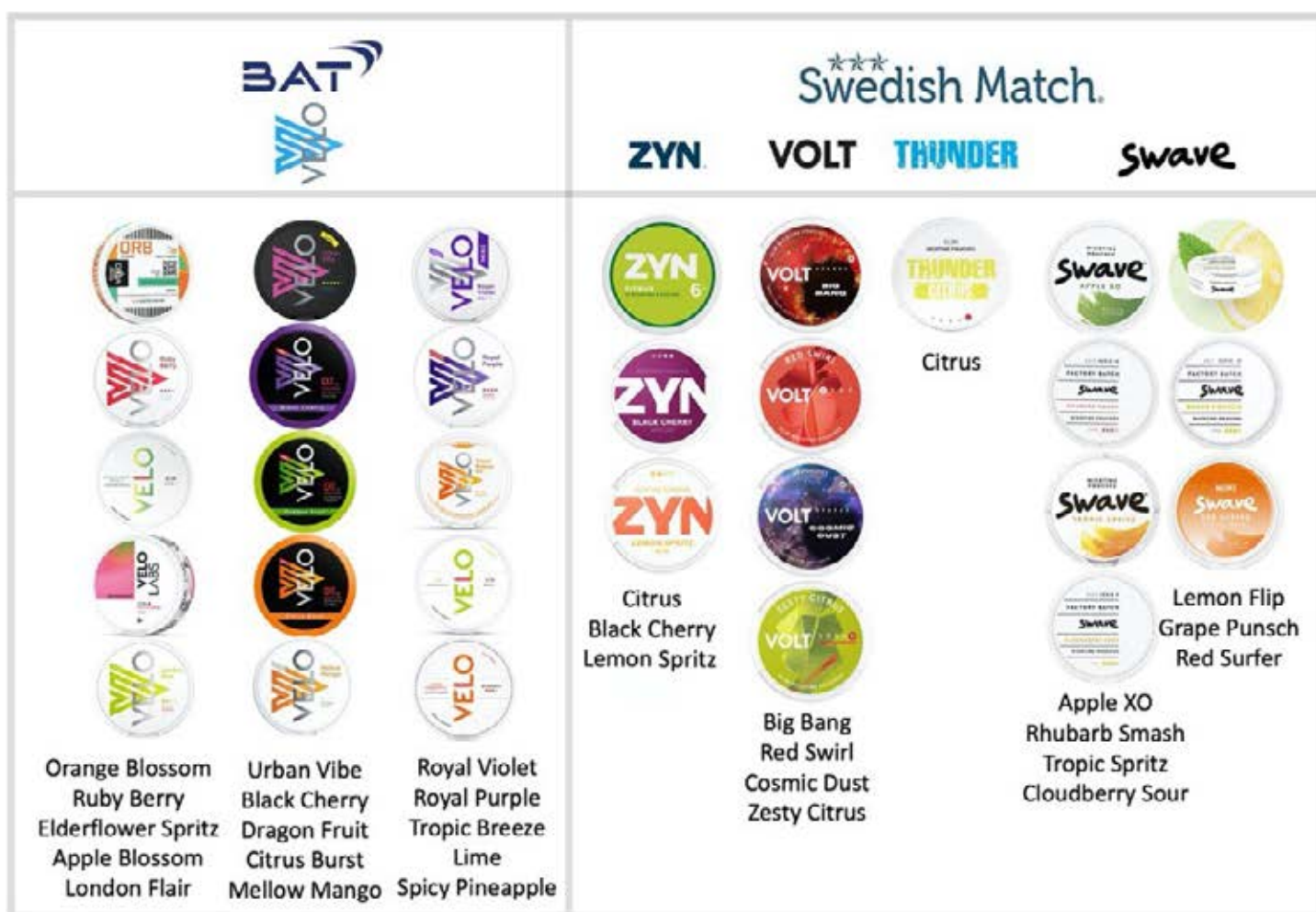


Source: SRITA original research product (3).

5.4 Fruit-flavoured nicotine pouches

Like their advertisements, containers for nicotine pouches are usually colour-coded to indicate the flavour of the product they contain (Fig. 23). Most of the names are not simply the name of the fruit but include an additional descriptor, such as Lemon Flip, Orange Blossom, Ruby Berry, Spicy Pineapple, Honey Lemon and Sour Lime. Some flavours evoke an appealing sensory experience, such as Tropical Passion, Tropic Breeze, Zesty Citrus and Citrus Burst.

Fig. 23. Fruit-flavoured nicotine pouches



 Altria 	 SHIRO	 SWISHER  ROGUE <small>NICOTINE OR GUMMIES</small>	 IMPERIAL BRANDS  ● 	 JTI  NORDIC SPIRIT
 Lemon Berry Tropical Spice Citrus Berry	 Tropical Passion Sour Lime Bergamot Mellow Sour Red Berry	 Honey Lemon Mango Berry Apple	 SOLBÄR BJÖRNBÄR Red Rhuby Cassice	 Bergamot Wildberry Berry & Stripes Strawberry Berry Citrus Melon Square Watermelon

Source: SRITA original research product (3).

5.5 Mint or menthol and “ice”-flavoured nicotine pouches

The containers of most nicotine pouches containing mint flavour convey the properties of menthol or mint in white, blue and green, either covering the background or on the product name (Figs 24 and 25). While some products have the names of mint flavours (Peppermint, Spearmint, Wintergreen), many of the flavour names contain descriptors (e.g. Ice, Fresh, Cool, Frost, Freeze, Chill) to denote the cooling sensation of the nicotine pouch. Many of the “Ice” flavours contain non-menthol cooling agents.

Fig. 24. Mint or menthol nicotine pouch flavours

BAT VELO	Swedish Match. ZYN VOLT THUNDER Swave	Altria on!	SHIRO SIRIUS	ROGUE	IMPERIAL BRANDS skruf ZONE X	JTI NORDIC SPIRIT
<p>Polar Mint Peppermint Ice Cool Spearmint Easy Mint</p>	<p>Spearmint Breeze Midnight Mint Cool Crisp Cool Mint Frosted Deep Freeze Black</p>	<p>Spearmint Sweet Mint Smooth Mint Mint Wintergreen</p>	<p>Fresh Mint Tingling Mint Cooling Mint Sweet Mint True North</p>	<p>Peppermint Spearmint Wintergreen</p>	<p>Cold Blast Mint Breeze Frozen Shot Polar Fresh Max Fresh Ultra</p>	<p>Smooth Mint Spearmint</p>

Source: SRITA original research product (3).

Fig. 25. Fruit and mint or menthol (“ice”) nicotine pouch flavours



















BAT VELO	Swedish Match. ZYN VOLT THUNDER Swave	Altria on!	SHIRO SIRIUS	ROGUE	IMPERIAL BRANDS skruf ZONE X	JTI NORDIC SPIRIT
<p>Berry Frost Hugo</p>	<p>Apple Mint Dark Frost Apple Mint Frosted Apple Dark Frost Mystic Blue Deep Freeze Twisted Berry</p>		<p>Cold Classic</p>		<p>Berry Fresh Havana Breeze</p>	

Source: SRITA original research product (3).

5.6 Other flavoured pouches

Aside from the most popular flavours (fruit, fruit ice, mint or menthol), transnational tobacco companies offer nicotine pouch flavours named for alcoholic beverages, coffee or tea and spiced flavours to attract people in certain cultures (Fig. 26). Unlike other tobacco and related products, tobacco flavour is less common in nicotine pouches.

Fig. 26. Other flavours used in nicotine pouches

	BAT VELO	Swedish Match ZYN VOLT THUNDER SWAVE	Altria ONI	IMPERIAL BRANDS skruf ZONE	JTI NORDIC Spirit
Spice/ Regional Flavor 	 <ul style="list-style-type: none"> Liquorice Elaichi Blast Paan Rush Exotic Clove Cinnamon Eucalyptus Tokyo Zing Wild Lavender Krauter Mix Yellow Root 	 <ul style="list-style-type: none"> Nothingness Cinnamon Heat Cinnamon Northern Woods Ginger Blood Orange 	 <ul style="list-style-type: none"> Cinnamon Licorice Smooth Licorice Spiced Blonde 	 <ul style="list-style-type: none"> Nordic Dark Flow Hot Beat 	 <ul style="list-style-type: none"> Elderflower
Alcohol 	 <ul style="list-style-type: none"> Caribbean Spirit Coconut Blast Gin Tonic Amaretto 	 <ul style="list-style-type: none"> Bellini Sparklies Cuba Libre Mojito Sun Daiquiri Aviation 	 <ul style="list-style-type: none"> Spicy Margarita 	 <ul style="list-style-type: none"> Mojito Pina Colada Cuba Libre 	
Coffee & Tea 	 <ul style="list-style-type: none"> Creamy Coffee Coffee Royal Tea 	 <ul style="list-style-type: none"> Java Shake Espresso Coffee 	 <ul style="list-style-type: none"> Cafetini Coffee 		 <ul style="list-style-type: none"> Mocha
Tobacco 		 <ul style="list-style-type: none"> Chill Smooth Gold 	 <ul style="list-style-type: none"> Taste of Tobacco Original 	 <ul style="list-style-type: none"> Virginia Classic Original 	

Source: SRITA original research product (3).

5.7 Alcohol-flavoured nicotine pouches

Alcohol-flavoured nicotine pouches can fulfill the adolescent desire to feel older than their chronological age and to rebel against the boundaries of adult authority.

The flavours of numerous alcoholic drinks are used in nicotine pouches. These include Mojito, Cosmo, Amaretto, Gin & Tonic, Martini, Cuba Libre, Mint Julep, Bourbon, Witch’s Brew, Devil’s Breath, Poison Appletini and Beer (Fig. 27). Youth may be drawn to these alcohol-flavoured nicotine pouches, fulfilling the adolescent desire to feel older than their chronological age and to rebel against the boundaries of adult authority. Pairing of alcohol and nicotine may enhance addiction (102).

Fig. 27. Advertisements for alcohol-flavoured nicotine pouches and depiction of nicotine pouches with alcoholic beverages





Source: SRITA original research product (3).

5.8 Candy-flavoured nicotine pouches

A variety of candy-flavoured nicotine pouches was identified on the United Kingdom and other European markets, which can be purchased and shipped elsewhere (103). These obviously youth-oriented flavour varieties tend to be marketed by small start-ups. The manufacturer of Candys “Sweet Nicopods”, with 32.8 mg of nicotine per pouch, is listed as the “Candy Shop” (Fig. 28). We were unable to locate a manufacturer with this name.

Fig. 28. Candy-flavoured, high nicotine concentration pouches sold in some markets



Source: SRITA original research product (3).

The amounts of nicotine in these flavoured products include: Jollieez Grape, 80 mg; Jollieez Cherry, 100 mg; Candy Shop Pina Colada, 80 mg; Candy Shop Strawberry and Cream, 80 mg; and Jollieez Green Apple, 150 mg. It is unclear whether the nicotine declared represents the total amount per container or per pouch.

Some nicotine pouch vendors directly copy the brand names and imagery of popular candy products (Fig. 28), presumably without the permission of the confectionery company. Clearly, such packaging and labelling make these products highly attractive to children, who may consume them thinking that they are a sweet treat. A special concern is that these products can have a very high nicotine content, as shown in the examples in Fig. 29, with labels indicating 120 mg. If they are ingested by children, they can pose a lethal risk, as has been observed after ingestion of flavoured e-liquid (104). Toxic effects in young children have been reported with nicotine doses as low as 1 to 4 milligrams. Between April 2022 and March 2025, approximately 72% cases of exposure to nicotine pouches reported to US Poison Centers occurred in children under 5 years of age (105).

Some nicotine pouch packaging mimics popular candy products and contain high nicotine levels. If they are ingested by children, they can pose a lethal risk.

The manufacturer of Millions nicotine pouches is listed as “IP Prokopev D.A., Simferopol, Crimea”. The producer of Nerds nicotine pouches is listed as “Snooze Nicopods”. We were unable to locate manufacturers by these names.

Fig. 29. Nicotine pouches packaged to resemble popular candy brands



Source: SRITA original research product (3)..

5.9 Local flavours offered by the major brands of transnational tobacco companies

Some sellers of nicotine pouches adapt their flavour offerings to regional taste preferences, such as VELO in Indonesia and Pakistan (Fig. 30). In July 2022, VELO Pakistan launched “The Eastern Mix,” which was described on their website as “an exclusive range of flavours carefully drawn and curated to match that local palette” (106). The flavours in these nicotine pouches included *elaichi* (cardamom), star anise and *paan* (betel leaf). Chewing of betel nut or leaf, also known as areca nut, is popular in South Asia (107). VELO’s Paan Rush flavour resembles a popular smokeless combination of betel nut and tobacco. Betel nut leaves are featured in the Paan Rush advertisement, and VELO’s Paan Rush is described as an “Eastern Mix” for “your ethnic fusion moments”. In Indonesia and Pakistan, three of the five flavours offered were locally adapted flavours.

Fig. 30. Culturally adapted nicotine pouch flavours



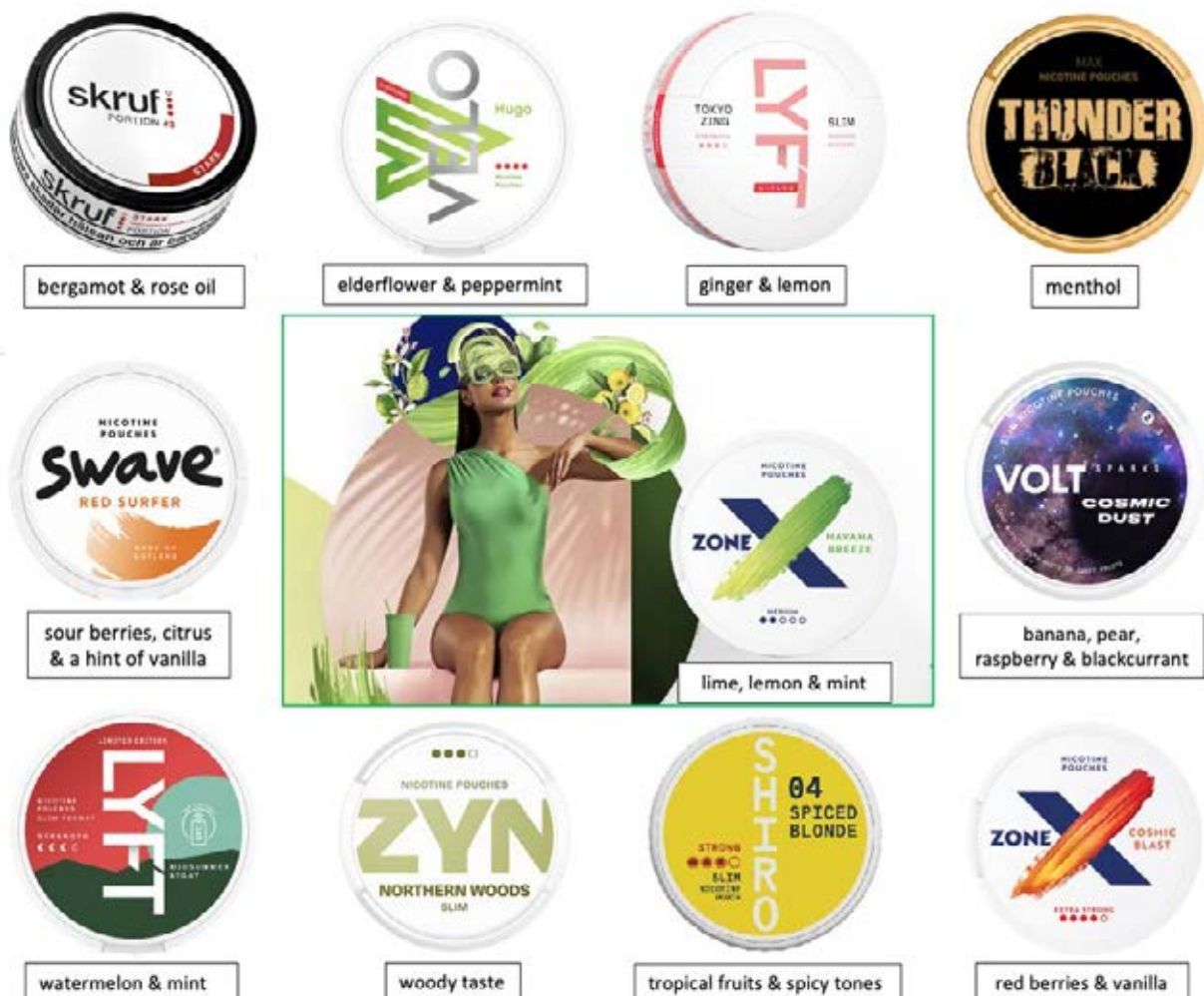
Source: SRITA original research product (3).

5.10 Concept-flavoured pouches sold by transnational tobacco companies

While the flavour names of most nicotine pouches describe their taste, others are marketed as having so-called “concept flavours”, which are ambiguous. The proliferation of concept flavours by the industry can divert regulatory attention from their marketing of sweet and fruity flavoured tobacco and related products by obscuring the fact that they contain flavours (108,109). Use of misleading product names is contrary to consumer protection laws.


Examples of concept flavour names used by major transnational tobacco companies are: Spiced Blonde, Cosmic Dust, Cosmic Blast, Midsummer Night, Northern Woods, Hugo, Thunder Black, Havana Breeze, Tokyo Zing, Red Surfer and Stark (Fig. 31). The boxed text on the figure gives the flavour description provided on the company website. The central image of the woman in green is from a Zone X advertisement on Instagram. A full list of concept-named nicotine pouches is given in Table 4. Note that fruit and berry flavours predominate.

Fig. 31. Concept-flavoured nicotine pouch flavours



Source: SRITA original research product (3).

Table 4. Concept-named nicotine pouches sold by transnational tobacco companies

Company	Brand	Flavor Concept Name	Description
		Summer Vibes	pina colada
		Hugo	elderflower & peppermint
		London Flair	cucumber & black pepper
		Kräuter Mix	herbs inspired by Swiss Alps
		Urban Vibe	fruit & energy drink
		Royal Purple	red grape
		Royal Violet	berries
		Tokyo Zing	ginger & lemon
		Caribbean Spirit	pina colada
		Tomorrowland	eucalyptus
	LYFT	Just Bloom	crisp, fruity, cider
	ZYN	Northern Woods	woody taste
	THUNDER	Black Max	licorice
	Swave	Red Surfer	sour berries, citrus, hint of vanilla
		Factory Batch	citrus fruits, sour red berries, vanilla
	VOLT	Cosmic Dust	banana, pear, raspberry, blackcurrant
		Big Bang	cherry, almond, clove, cinnamon, black pepper
		Red Swirl	strawberries, vanilla, mint
		Mystic Blue	blueberries, vanilla, peppermint
Nothingness		metallic, cool smokey taste, hints of salmiac	
	skruf ●	TRANBÄR	cranberry
		SOLBÄR	blackcurrant
		BJÖRNBÄR	blackberries & mint
		Cassice	blackcurrant & mint
		Nordic	licorice
		Stark	citrus & rose oil
		Red Rhuby	rhubarb
	ZONE X	Dark Flow	licorice
		Cosmic Blast	red berries & vanilla
		Sunset	blood orange & grapefruit
		Havana Breeze	lime, lemon, mint
		Hot Beat	lime fruits with Sriracha
	SHIRO	Spiced Blonde	banana, spicy ginger
	SIRIUS	-	-
SWISHER	ROGUE	-	-
	ONI	-	-
	NORDIC SPIRIT	-	-

Source: SRITA original research product (3).
 Flavours as indicated on brand websites.

5.11 Unflavoured nicotine pouches sold by transnational tobacco companies

on! has named its unflavoured nicotine pouches Original, whereas ZYN calls theirs Smooth and Chill (Fig. 32). ZYN's Smooth is described as “an unflavoured experience”, while Chill is described as a “refreshing unflavoured experience”. The term “refreshing” has the clear implication that a cooling agent (e.g. WS-3) has been added (110). Depending on the regulation that applies, a cooling agent may be considered a characterizing flavour and thus prohibited (89,111). These two unflavoured brands are promoted particularly in localities in the USA in which the sale of flavoured tobacco products is restricted.

Fig. 32. “Unflavoured” nicotine pouches that circumvent flavour restrictions



Source: SRITA original research product (3).

In autumn 2022, the manufacturer of ZYN pouches made a public appeal to people in California (USA) via e-mail to vote against State Proposition 31 (Fig. 33), which sought the removal of all flavoured products from the market. Swedish Match argued that prohibiting flavours from tobacco products would constitute “sweeping, unnecessary restrictions” and urged the citizens of California to vote against the initiative, claiming that its opposition indicated that the company was advocating for the health of Californians. “By voting NO

on Prop 31, we can protect the health and well-being of all Californians. Let's do what's best for our state and reject this harmful proposition." The manufacturer claimed that Proposition 31 would be "... doing nothing to curb youth usage rates and quite possibly increasing the rate of youth smoking." Proposition 31 was passed by a large majority of voters in favour (63.4% Yes, 36.6% No).

Fig. 33. Social media post soliciting political support for opposition to removal of flavoured tobacco products from the California (USA) market



Source: SRITA original research product (3).

5.12 Exploiting bans on cigarette flavours

Screenshots from a LYFT Instagram video (112), with an underage warning in Swedish, downloaded in 2020 (Fig. 34), appear to have been a response to the European Union decision to remove menthol flavouring from the market. This effort to recruit menthol smokers was available globally.

In a variation from the usual white nicotine pouches, in 2023, VELO introduced coloured nicotine pouches, with the colours intended to convey the flavour (Fig. 35).

Fig. 34. LYFT Instagram video in a response to the European Union decision to remove menthol flavouring from the market



Source: SRITA original research product (3).

Fig. 35. Coloured nicotine pouches



Source: SRITA original research product (3).

5.13 Whimsical nicotine pouch flavours introduced by transnational tobacco companies

As part of their social media promotion, both VELO and ZYN created fictitious nicotine pouch flavours (96), which they posted on Instagram and Facebook on 1 April (April Fool’s Day). For example, VELO promoted Buffalo Wings and Smoked Salmon, while ZYN posted a fanciful sushi-flavoured nicotine pouch (Fig. 36). Both VELO and ZYN chose to post improbable Deviled Egg nicotine pouches.

Fig. 36. Whimsical flavours posted by transnational tobacco companies as an April 1st spoof



Source: SRITA original research product (3).

5.14 Flavoured capsules in nicotine pouches that deliver a burst of flavour when crushed

Nicotine pouch purveyors are continuously adopting new ways of delivering more intense flavours. During the past decade, tobacco companies have introduced cigarettes with a crushable flavour-enhancing sphere embedded in the filter, sometimes containing several flavour capsules (113). Lucy and Kapz brands applied this concept to nicotine pouches and offered a capsule designed to be squeezed to enhance flavour intensity (Fig. 37). The Kapz brand suggests biting the nicotine pouch between the teeth to quickly release the capsule contents or allowing it to dissolve gradually when placed in the usual position under the lip. Described as a “breakthrough in pouch technology”, Lucy portrays its “Breakers” as having a “jewel-like capsule that can be broken open to release a flood of extra flavor and hydration, whenever you choose” (114).

Fig. 37. Capsule-flavoured nicotine pouches



Source: SRITA original research product (3).

6. Recent developments and updates

Table 5 is a synopsis of recent developments in the nicotine pouch brands sold by transnational tobacco companies, with variation within the same nicotine pouch brand in flavours and nicotine strength by country. Many nicotine pouch brands updated their branding between 2024 and 2026, with a trend to increasing maximal nicotine strength and a growing trend towards use of synthetic nicotine. A new product line, VELO Shift, is an example of how a brand name can implicitly imply quitting cigarettes (i.e. “shifting” to nicotine pouches).

Many nicotine pouch brands have been updating their brands from 2024 to 2026 and there is a growing trend of increasing nicotine strength and using synthetic nicotine.

Table 5. Recent developments (2024–2026) among nicotine pouch brands sold by transnational tobacco companies

Product name (Manufacturer)	Re-branding / New product line	Examples of flavours	Nicotine strength (mg / pouch)	Claims / Notes
VELO (BAT)	VELO Original (for reference)	10 flavours - Spearmint, Peppermint, Wintergreen, Mint, Citrus, Citrus Burst, Black Cherry, Dragon Fruit, Cinnamon, Coffee	2, 4 and 7	Claims slim and compact
	VELO Plus (115)	7 flavours - Spearmint, Peppermint, Wintergreen, Mint, Citrus chill, Wild Berry, Dragon Fruit	3, 6 and 9	Manufacturer-reported synthetic nicotine. Claims of new and improved pouch design (slightly larger made from a stronger, more durable material) and a hinged lid for storage and disposal. Launched in 2025

Product name (Manufacturer)	Re-branding / New product line	Examples of flavours	Nicotine strength (mg / pouch)	Claims / Notes
	VELO Shift (115)	5 flavours – Hot Spearmint, Cool Peppermint, Hot Dragonfruit, Hot Grape, Hot Peach	8	Hexagonal tin, claimed to be made from 90% bio-based plastic material. Round-cornered triangular shape pouches with claims of improved comfort. Launched in 2025
	VELO Traveller's Collection (116)	Blush Berry (Japan), Bright Spearmint (United Arab Emirates), Icy Berries (United Kingdom) and Crispy Peppermint (Qatar)		Features four cultural capitals – package design and flavours aimed to reflect each location. Launched in 2026
ZYN (Swedish Match – subsidiary of Philip Morris International)		January 2025 – Chill, Cinnamon, Citrus, Coffee, Cool Mint, Menthol, Peppermint, Smooth, Spearmint and Wintergreen November 2025 – mojito, spiced cider and espresso martini (marketed as “ZYN AFTER DARK” (Fig. 38)	3–17	20 ZYN products received US FDA authorized marketing in January 2025 – for two nicotine strengths (3 mg and 6 mg) and the flavours listed under “January 2025” (117) ZYN launched in 2014, with new “ZYN AFTER DARK” flavours launched in 2025
on! (118) (Altria)	on! PLUS	Mint, Wintergreen and Tobacco	6 and 9	6 on! PLUS products received US FDA authorized marketing in December 2025 for two nicotine strengths and three flavours listed (118) Includes “NICOSILK”, a newly introduced pouch which the company portrays as more comfortable; however, the covering may also intensify nicotine absorption on! PLUS launched in 2025

Exposing marketing tactics and strategies driving the global growth of nicotine pouches

Product name (Manufacturer)	Re-branding / New product line	Examples of flavours	Nicotine strength (mg / pouch)	Claims / Notes
Nordic Spirit (119-121) (Nordic Snus AB – Subsidiary of Japan Tobacco International)	New packaging with visual emphasis on a “North Star” graphic, introduced in 2026	Moist range: Sweet Mint, Raspberry, Frosty Berry, Frosty Mint, Forest Berries, Tropical Mix, Melon Fresh, Blueberry, Dark Fizz and Zesty Pear Dry range: Spearmint, Mint and Watermelon	6-17 Regular (6 mg), Strong (9 mg), Extra Strong (11 mg) and Max (17 mg)	New features: Dry or moist labelling on pack and new strength rating scale Contains compartment in lid for storage and disposal Claims that container is made of polypropylene marketed as “widely recycled” Launched in 2018, and re-branded in 2026 with the North Star visual
ZONEX (122) (Skruf Snus AB – Subsidiary of Imperial Brands)	ZONE	Some of its flavours are promoted as spicy (Jalapeno Lime, Spicy Mango) with advertisement surrounding the tin with flame. Additional flavour offerings include: Mint, Wintergreen, Spearmint, Citrus, Dragonfruit, Chill, Smooth, White and Tobacco	6 and 9	Claims of synthetic nicotine Claims of “enhanced pouch material”, featuring an “extra soft” material for reportedly improved comfort, moisture retention and longer-lasting flavour experience ZONEX was launched in 2020 and re-branded as ZONE in 2024
Rogue (Rogue Holdings, LLC - Subsidiary of Swisher International, Inc)		Honey Lemon, Mango, Apple, Cinnamon, Berry, Citrus, Peppermint, Spearmint, Wintergreen, Original, Bold and Smooth	6	Promoted by manufacturer as a “pillow pouch bursting with robust flavor” and claims a long-lasting pouch for 60 min Launched in 2018; by 2024, Rogue was the 3rd largest brand in the USA (after ZYN and on!)

Sources: SRITA Original research project (3); DFNI Frontier (115); Tobacco Insider (116); FDA (117,118); Nordic Spirit (119-121); Imperial Brands (122).

Cocktail-inspired flavours are being marketed as limited editions under slogans, such as “After Dark” and “Made for the night”. In November 2025, ZYN released three flavours – mojito, spiced cider and espresso martini – marketed as “ZYN AFTER DARK” (Fig. 38)

Fig. 38. Advertisements depicting “ZYN AFTER DARK”, with limited-time, cocktail-inspired flavours



Source: SRITA original research product (3).

7 Advertising themes

The two basic forms of nicotine pouch advertising adhere closely to the familiar tropes of cigarette advertising and those that diverge from it. Most nicotine pouch advertisements follow the methods long used by the tobacco industry to sell cigarettes and smokeless tobacco. Some nicotine pouch advertising conveys anti-tobacco messaging while enticing youth into nicotine addiction and deepening the addiction of adult smokers.

Nicotine pouch manufacturers, emulating the practices of other emerging tobacco and related products manufacturers, deliver their promotional messaging mainly via social media, a distribution channel popular with children and young people, and other digital platforms. Examples of nicotine pouch advertisements organized by their themes and/or distribution channels are analysed below.

7.1 Similarity of nicotine pouch marketing to industry’s “playbook” for conventional tobacco products

Nicotine pouch advertisements often use the tobacco industry’s “playbook” for marketing conventional tobacco products, such as cigarettes:

- use of “lifestyle marketing” and “identity marketing”;
- depictions of nicotine pouches as “modern” and “high-tech”; and
- portrayal of nicotine pouches as boosting energy when the user is tired and helping the user to relax when stressed.

The main theme from conventional tobacco advertising is that nicotine pouch use will contribute to social belonging. Use of nicotine pouches is depicted as an activity done among friends with admiration of the user by his or her peers. Users of nicotine pouches are portrayed as attractive, self-confident, adventurous, capable and fun-loving. This is known as “identity marketing”. Often, the message is less about the consumer’s actual self-image than it is about an image they aspire to. A classic example of this technique in cigarette marketing is the Marlboro man, whose rugged individualism has little relevance to the vast majority of smokers, other than their aspiration to emulate his enviable freedom (123).

Advertising depicts nicotine pouches as associated with good times and fun activities. Lifestyle choices such as travel, sports, fine dining, popular music and other forms of entertainment are highlighted. A central dictum of modern advertising is that sex sells. Romantic couples are frequent in nicotine pouch advertisements, sometimes with couples sharing the products and often with the women gazing admiringly at their men (the majority of nicotine pouch users are male) (124). As with cigarette promotion, nicotine pouch advertisements are sometimes linked to holidays such as Mother's and Father's Days, Labour Day, Thanksgiving and Christmas (125,126). Nicotine pouch advertisements also emulate those for cigarettes by targeting specific populations such as masculine men, fashionable women, rule breakers, the military and lesbian, gay, bisexual, transgender, queer and other terms (LGBTQ+) (127–129).

Cigarette advertising has long implied that their competitors' brands are bad for you and that their brand is safer and healthier (e.g. mild, light, super light, ultra light, natural/organic, additive free) (130–132), although they are fully aware that their products are not less harmful to health. Such misleading conduct continues today with tobacco companies, marketing tobacco products in ways that misleadingly suggest that some tobacco products are less harmful than others. Similarly, advertisements for many nicotine pouch brands suggest, either implicitly or explicitly, that their product is safe or even healthy. In some advertisements, nicotine pouches are depicted as modern and even high-tech, as cigarettes have long done for their filter designs (133). Both cigarette and nicotine pouch manufacturers advertise their brands as having appealing sensory characteristics, such as “flavour” and “taste” (134). As for cigarettes, a menthol or minty flavour is the primary focus (135). Both cigarettes and nicotine pouches come in alcoholic flavours or are displayed next to alcoholic drinks (136). Cigarette manufacturers have also long characterized their brands as “satisfying”, a proxy term for slaking an urge for nicotine. Nicotine pouches also promote their high nicotine with terms such as “strong”, “extra strong”, “max”, “high strength” and “big punch”.

Advertising for both cigarettes and nicotine pouches exploits “elasticity of meaning”, in which the products are promoted as a means of both winding down when tense and energizing the user when lethargic (137,138). Examples of this tactic for nicotine pouch advertising are shown in Figs 41 and 52.

Depicting the product as something that works for everyone in any situation — Portrayal of nicotine pouches as boosting energy when the user is tired and helping the user to relax when stressed.

Other aspects of nicotine pouch marketing are also similar to the methods used by transnational tobacco companies, such as discount coupons, contests with monetary prize awards and points awarded for purchases towards earning branded merchandise (shirts, hats, mugs, bags).

7.2 Nicotine pouch marketing that conveys anti-tobacco or “alternative” messages

The nicotine pouch advertising message that contrasts most with those for cigarettes is the recommendation that they can be used as a replacement for smoking. Examples of slogans for the ZYN brand include “Never Going Back” and “I Can Breathe Again”. Some nicotine pouch advertisements highlight differences in obtaining nicotine doses from a nicotine pouch and from a cigarette, the former being promoted as “smoke-free” and as avoiding yellow teeth and tell-tale bad breath associated with cigarette use. To differentiate nicotine pouches from smokeless tobacco products, which contain parts of the tobacco plant (e.g. leaves and/or stems), nicotine pouches are described as “spit-free”.

In another way of differentiating their product from cigarettes, purveyors of nicotine pouches promote them as discreet to use. While a cigarette may hang from a smoker’s lips, a nicotine pouch is secreted between the lip and the gums. Some nicotine pouches are marketed as slim in order to emphasize this point, and many nicotine pouch advertisements show a tin tucked neatly and discreetly in a hip or shirt pocket.

The possibility of “enjoying” a nicotine pouch “anywhere and anytime” is one of the most prevalent themes of nicotine pouch advertising. Such advertisements show satisfied users in transport systems (e.g. airplanes, trains), at the workplace, dining in (e.g. restaurants, bars) and other places where they would not be allowed to smoke cigarettes. Some advertisements of this type take direct aim at smoke-free policies by enabling consumers to “break the rules”. It should be noted, however, that nicotine pouch users often continue to smoke cigarettes in places where smoking is permitted, and relatively few users are able to give up cigarettes in favour of sole use of nicotine pouches. Such dual use increases nicotine addiction. Nicotine pouches are offered in a wide array of sweet and fruity flavours, an attribute heavily promoted in nicotine pouch advertising, while, in many countries, flavours in cigarettes and other smoked tobacco products are strictly limited or even entirely prohibited.

A few studies have investigated the frequency of different advertising themes used by nicotine pouch purveyors. In an analysis of 50 direct mail advertisements for nicotine pouches in the USA, 84% highlighted the possibility of using nicotine pouches “anywhere”; 69% promoted nicotine pouches as an alternative to other tobacco products and 55% referred to the fact that the nicotine pouches did not contain tobacco leaf (139). A content analysis of 122 advertisements on the Internet, radio, television, print and web-based

displays of six brands (ZYN, VELO, on!, Dryft, Rogue, Revel) appearing between February 2019 and March 2020 (140) showed that all nicotine pouch brands made claims of either tobacco-free, smoke-free, spit-free or vape-free. While many brands focused on the product and its features, some showed people, usually young adults. ZYN and VELO, the most commonly advertised brands, tended to emphasize lifestyle themed advertisements. In a study of 286 unique advertisements of the VELO, ZYN and on! nicotine pouch brands that appeared between January 2019 and September 2021 in the USA on multiple media channels but not on social media, the main headline themes observed were: freedom (26.0%), flavours (16.4%), healthfulness (9.8%), discount promotions (7%), innovation (5.2%) and convenience (2.8%) (141).

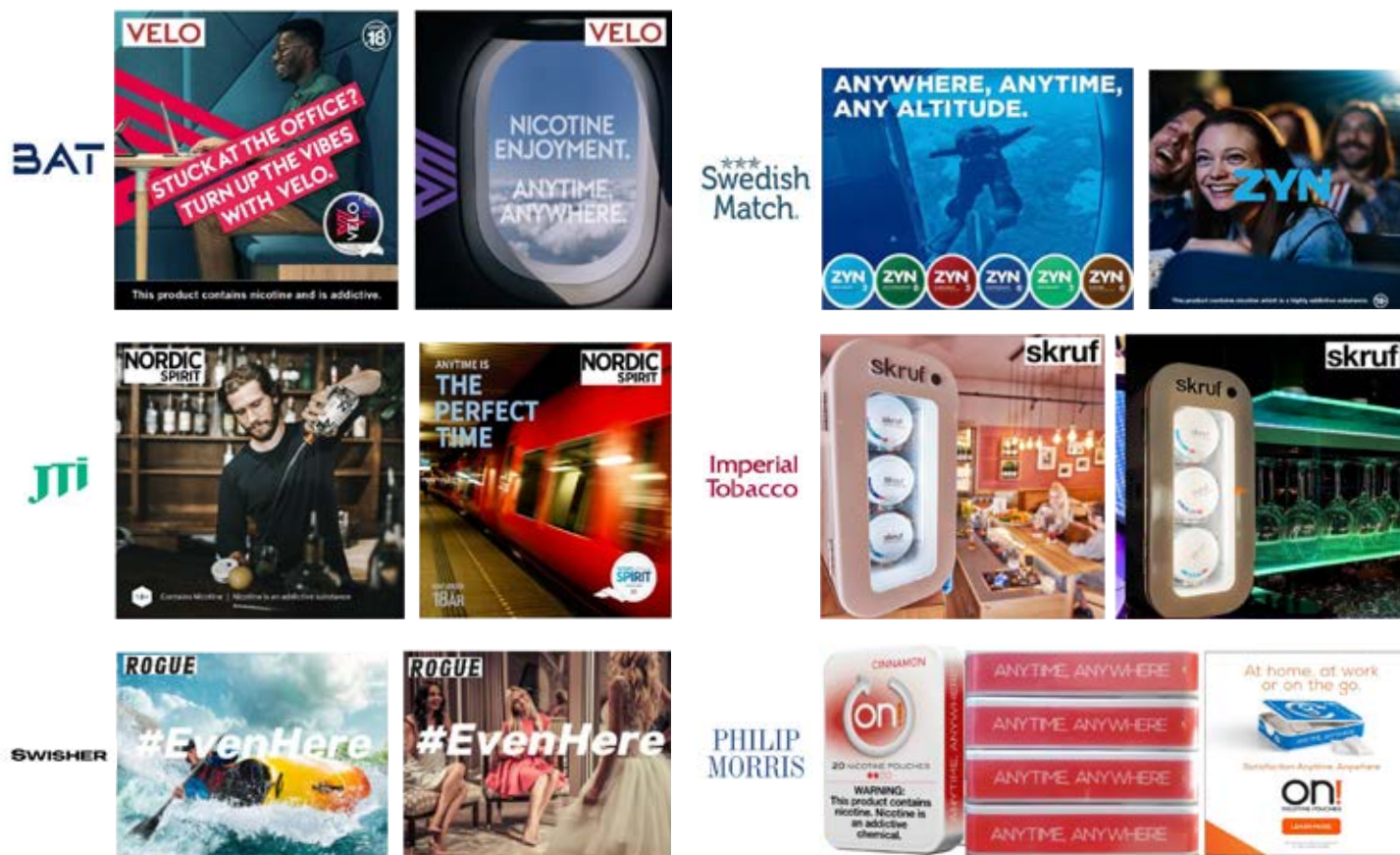
7.3 Advertisements emphasizing possibility of using nicotine pouches anywhere

Nicotine pouches are often promoted to be used “anytime, anywhere”, with images of places in which smoking is not allowed.

This marketing tactic can encourage dual use, hinder cessation attempts and undermine regulations prohibiting smoking or use of other tobacco and related products in public places.

One of the most prevalent advertising themes is the possibility of using nicotine pouches “anytime, anywhere” (Fig. 39). This slogan is used by many of the leading brands, including VELO, Nordic Spirit, on! and ZYN. on! displays this slogan prominently on the side of every flavour and adds “At home, at work, or on the go”. Rogue features the slogan “#EvenHere” on many images of places where smoking would be prohibited, such as restaurants, bars, workplaces, theatres and public transport. A particularly common theme is use of a nicotine pouch on airplanes at any altitude. The implied message of these advertisements is that nicotine pouches are a means of overcoming smoking restrictions in public places. The focus on places where smoking is not allowed serves to encourage dual use of cigarettes where allowed, and nicotine pouches where smoking is prohibited. Such dual use sustains high nicotine levels through the day, thus discouraging cigarette cessation.

Fig. 39. “Anywhere, anytime” nicotine pouch advertisements

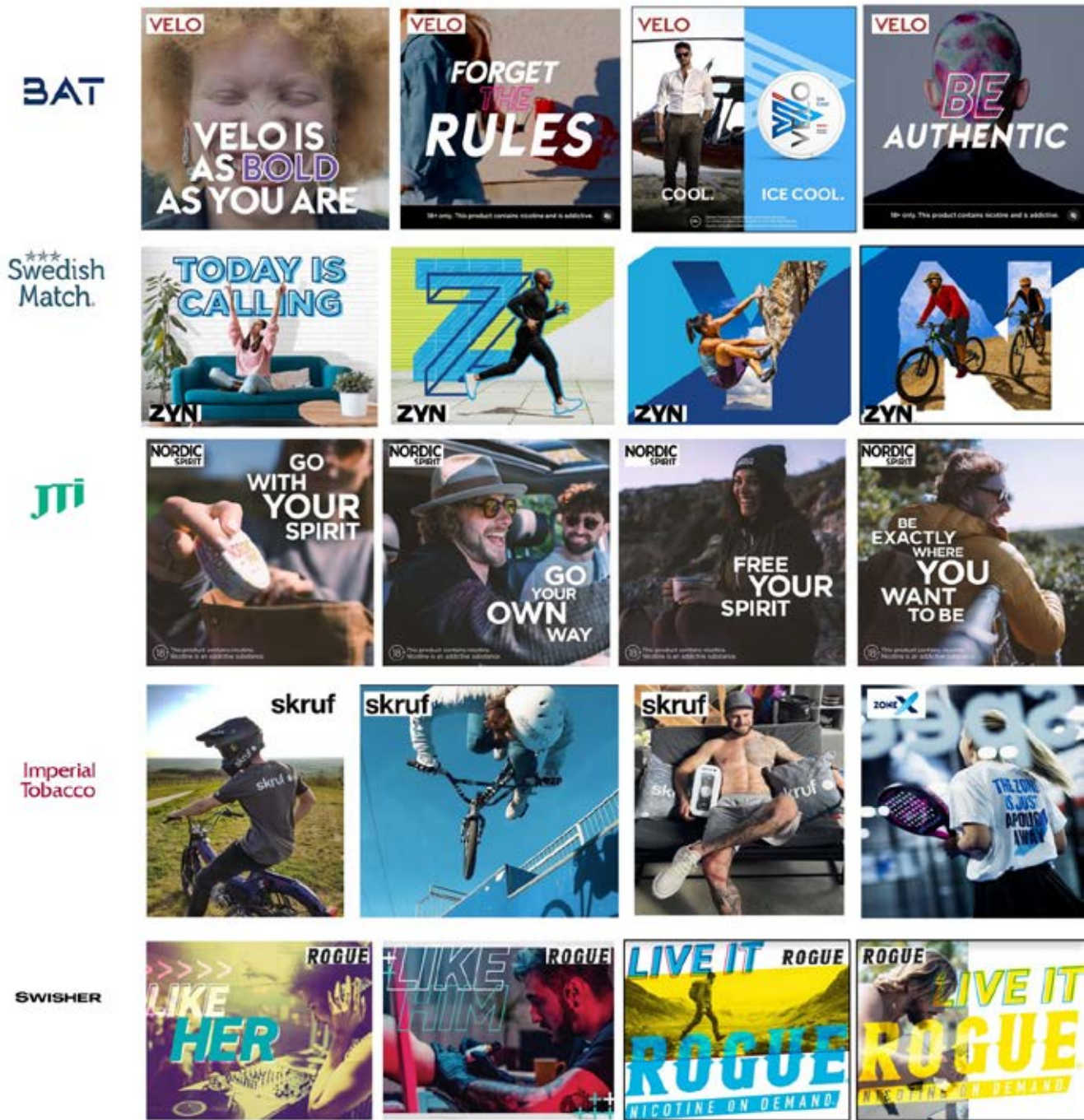


Source: SRITA original research product (3).

7.4 Identity-themed nicotine pouch advertisements

Nicotine pouch brands seek to persuade customers and potential customers that their products are emblems of identity. This often takes the form of messaging that users are cool, bold, athletic, self-confident, authentic and free to do whatever they please, including breaking the rules (Fig. 40). In reality, these advertisements depict an aspirational identity – the type of person the customer would like to be (e.g. Rogue’s “Like Him,” “Like Her”).

Fig. 40. Identity-themed nicotine pouch advertisements

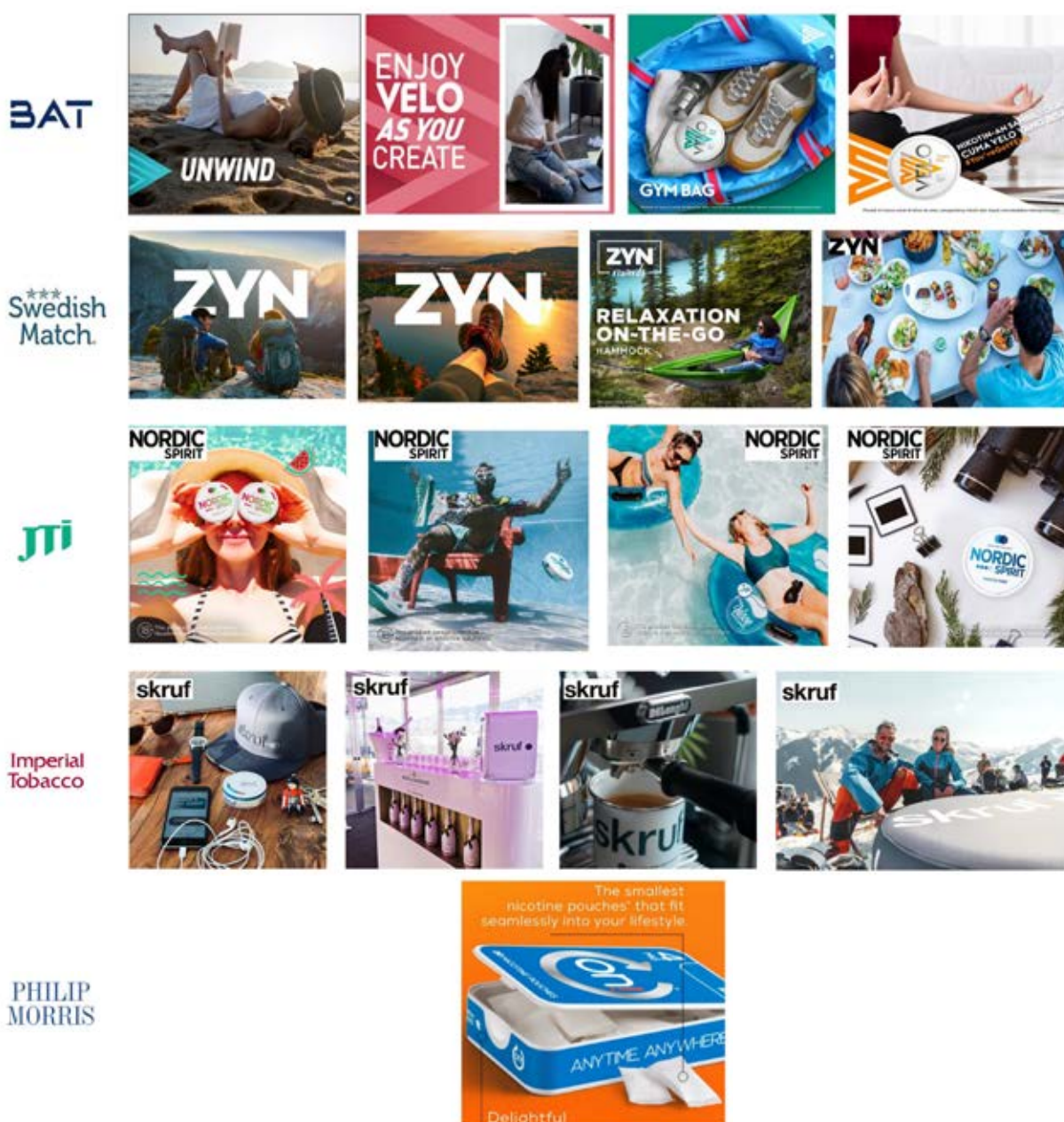


Source: SRITA original research product (3).

7.5 Lifestyle-themed nicotine pouch advertisements

Nicotine pouch brands’ messages include one that displays their product as an accompaniment that integrates seamlessly into your lifestyle – especially fun times – implying that the nicotine pouch adds to their enjoyment (Fig. 41). Examples include restaurants, coffee houses, bars and recreational activities (e.g. skiing, swimming, hiking). Other examples include promoting nicotine pouches as a means of winding down and relaxing on-the-go. on! professes that its nicotine pouch “Fits seamlessly into your lifestyle”.

Fig. 41. Lifestyle-themed nicotine pouch advertisements

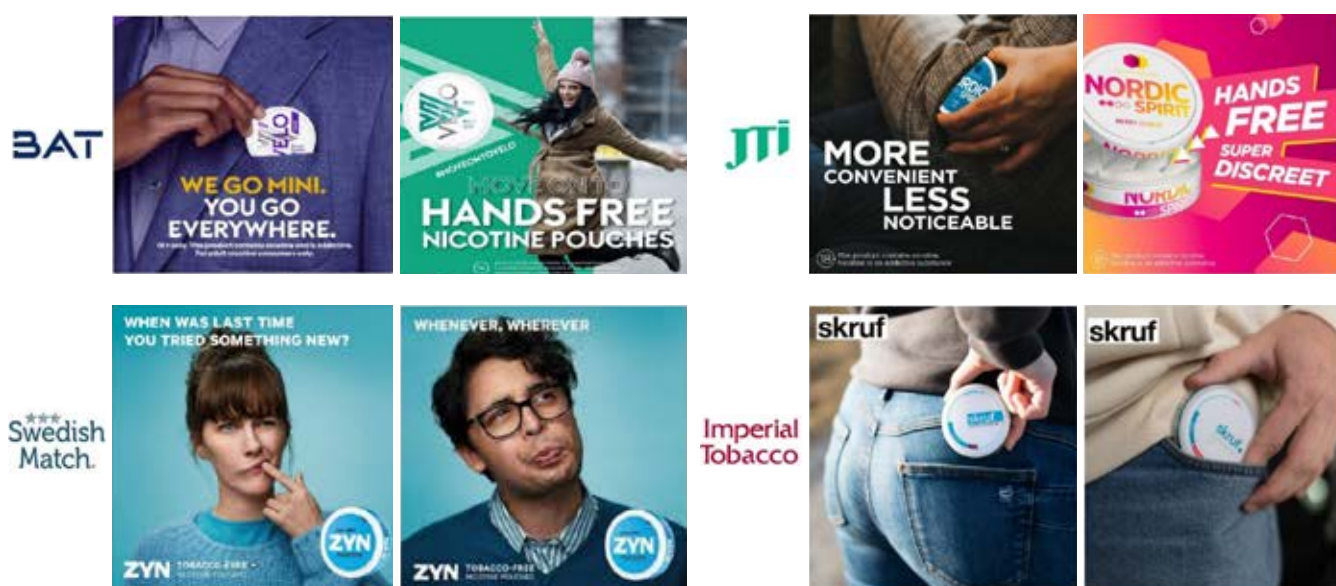


Source: SRITA original research product (3).

7.6 Discreet and stealth-themed nicotine pouch advertisement

Nicotine pouch purveyors promote their products as discreet and even stealthy. Smoking a cigarette is a clearly visible activity. To many people, a smoker has negative connotations. Brand websites often show users “how to” position the nicotine pouch discreetly under the lip (142). Manufacturers offer slim nicotine pouches that may leave a subtler bulge. Many brands advertise their nicotine pouches as easily secreted in a shirt or trouser pocket (Fig. 42).

Fig. 42. Discreet and stealthy-themed nicotine pouch advertisements



Source: SRITA original research product (3).

7.7 Social-themed nicotine pouch advertisements

Cigarette manufacturers have long portrayed smoking as a social activity, and the same tactic is used to sell the related products they manufacture, including nicotine pouches (Fig. 43). Associating nicotine pouches with fun times with friends is a common theme, which emphasizes the purported social acceptability of nicotine pouch use.

Nicotine pouches are frequently promoted with youthful themes, including fun times with friends, romance and sports.

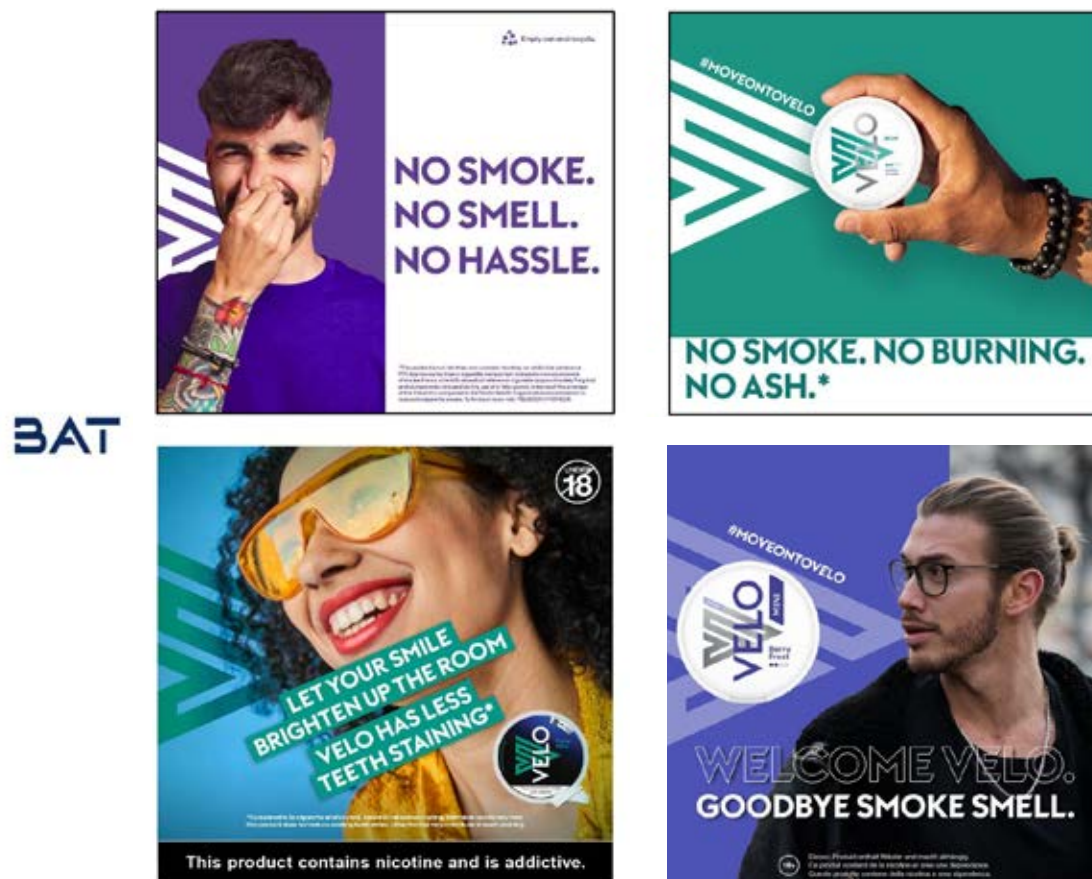
Fig. 43. Social-themed nicotine pouch advertisements



Source: SRITA original research product (3).

Cigarette smoking is stigmatized partly due to bad breath, the residual odour on clothing and yellow stains on teeth or fingers that it leaves. Nicotine pouches are promoted as a more socially acceptable product (No Smell, No Yellow Teeth Staining) (Fig. 44).

Fig. 44. Stigma-free nicotine pouch advertisements

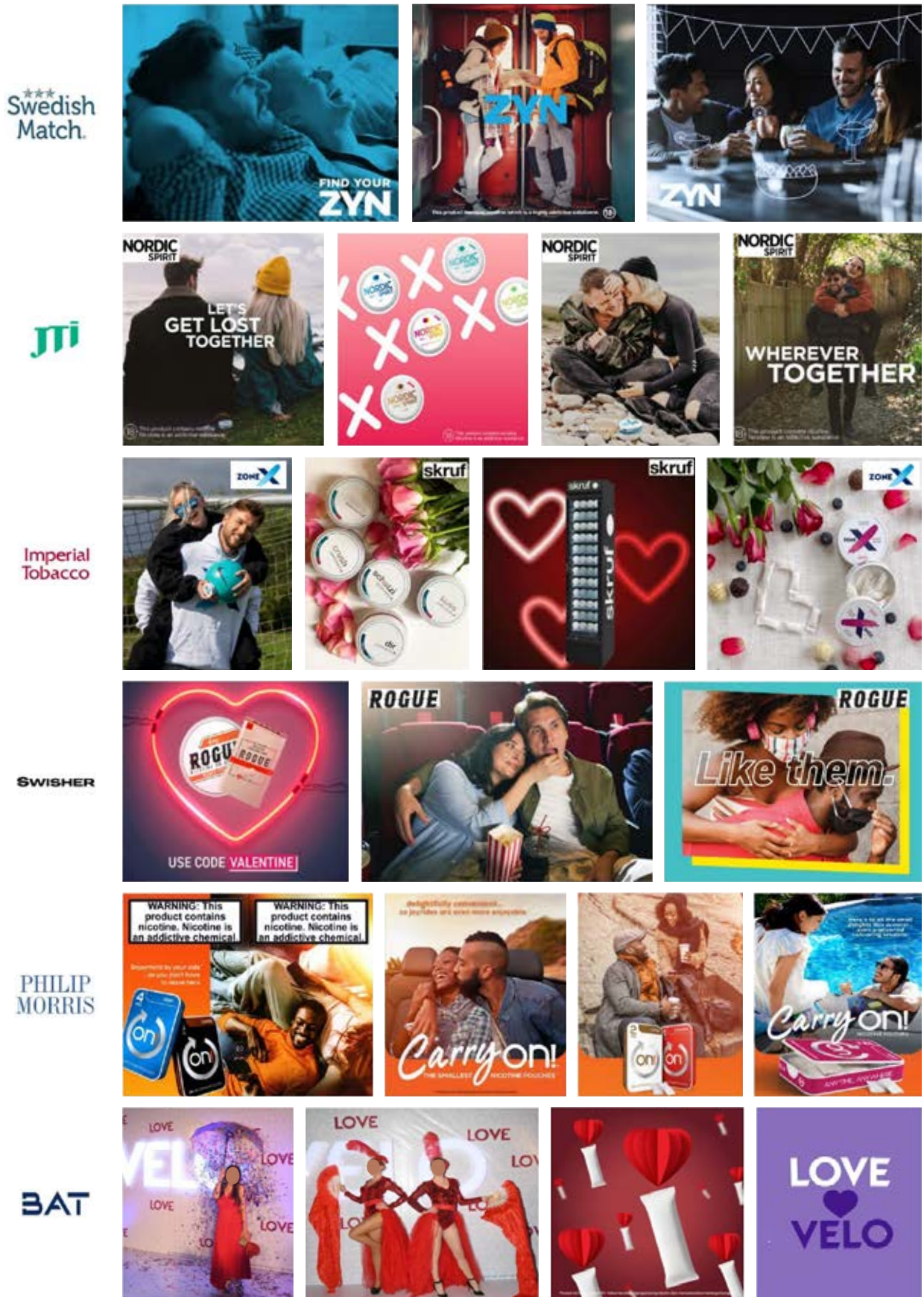


Source: SRITA original research product (3).

7.8 Romance-themed nicotine pouch advertisements

Portraying the product as contributing to success in romantic relationships is a theme often used by tobacco companies to promote their products. Smiling couples using nicotine pouches are often depicted in intimate embrace (Fig. 45). VELO uses the social media tag #velove, pointing out that love and VELO have the same letters but in a different order.

Fig. 45. Romance-themed nicotine pouch advertisements

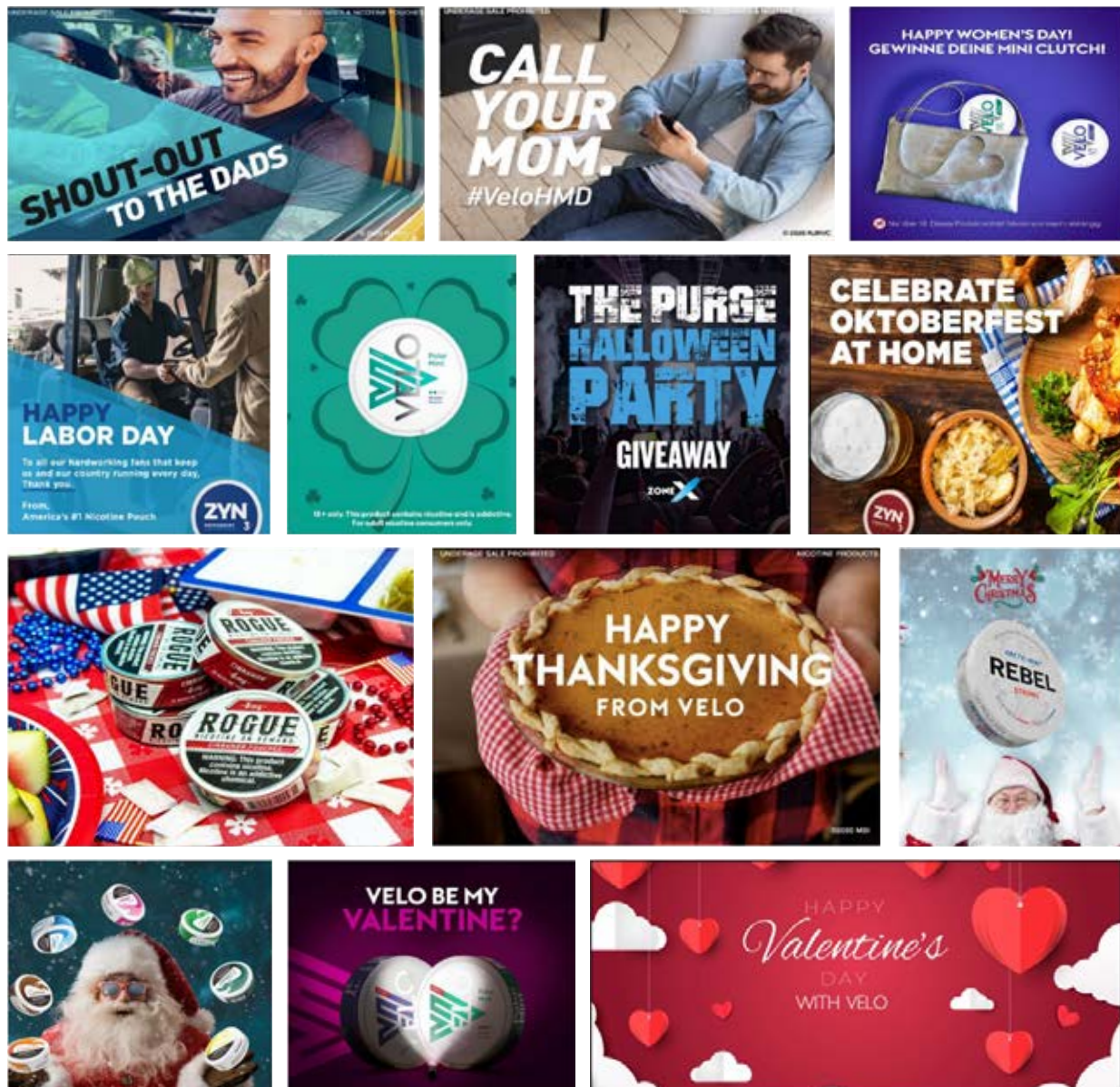


Source: SRITA original research product (3).

7.9 Holiday-themed nicotine pouch advertisements

Nicotine pouch manufacturers associate their brands with holidays – such as Father’s and Mother’s Day, Halloween, Thanksgiving, Christmas and Valentine’s Day – and cultural symbols to evoke happy times and celebrations (Fig. 46).

Fig. 46. Holiday-themed nicotine pouch advertisements



Source: SRITA original research product (3).

VELO held special Valentine Day events in Indonesia and Pakistan. In Indonesia, the Ruby Berry flavour was launched, and, as part of the celebration, selected individuals celebrated Valentine’s Day live on the VELO Facebook page with an Indonesian celebrity influencer and over 10 million followers on Instagram. For example, a 2021 post about

“time well spent with VELO” garnered over 185 000 likes, while another post that same year about a productive day with VELO earned over 300 000 likes (143,144).

7.10 LGBTQ+-targeted nicotine pouch advertisements

Transnational tobacco companies have also targeted marketing of nicotine pouches to members of LGBTQ+ communities (Fig. 47). VELO sponsored two such events in Austria (Vienna Pride, Queer Festival), while Nordic Spirit sponsored events at the Birmingham (United Kingdom) Pride Festival. Of note, the rate of smoking among sexual minorities is greater than that in the general population (145).

Fig. 47. LGBTQ+-themed nicotine pouch advertisements



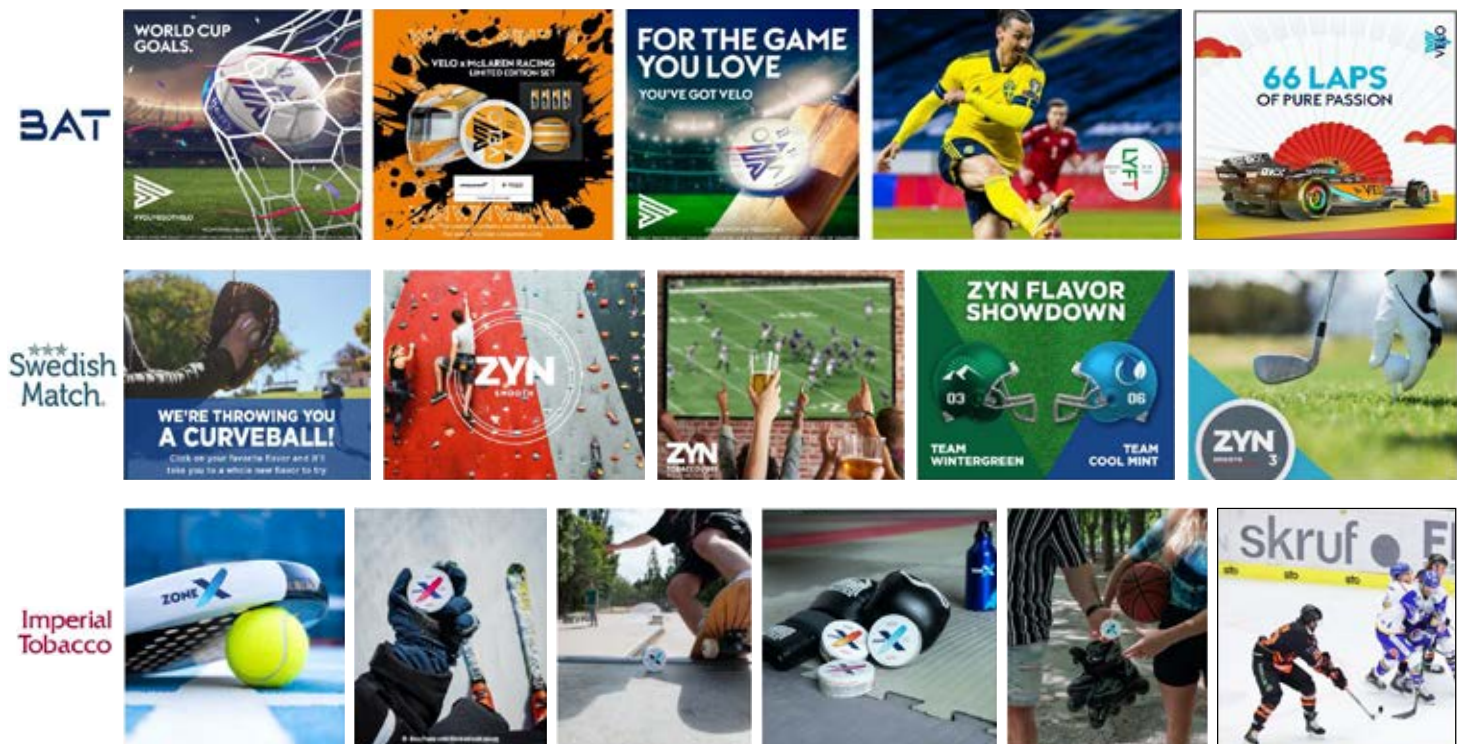
Source: SRITA original research product (3).

7.11 Sports-themed nicotine pouch advertisements

Athletic activities have long been favourite themes, as they are popular and have a strong connotation of healthfulness.

Athletic activities have long been favourites for tobacco advertising, because they are popular and have a strong connotation of healthfulness (Fig. 48). A wide spectrum of sports appears in nicotine pouch advertisements, including baseball, American football, football, rugby, tennis, hockey, golf, rock climbing, skiing, basketball, boxing, roller skating, surfing and auto racing.

Fig. 48. Sports-themed nicotine pouch advertisements



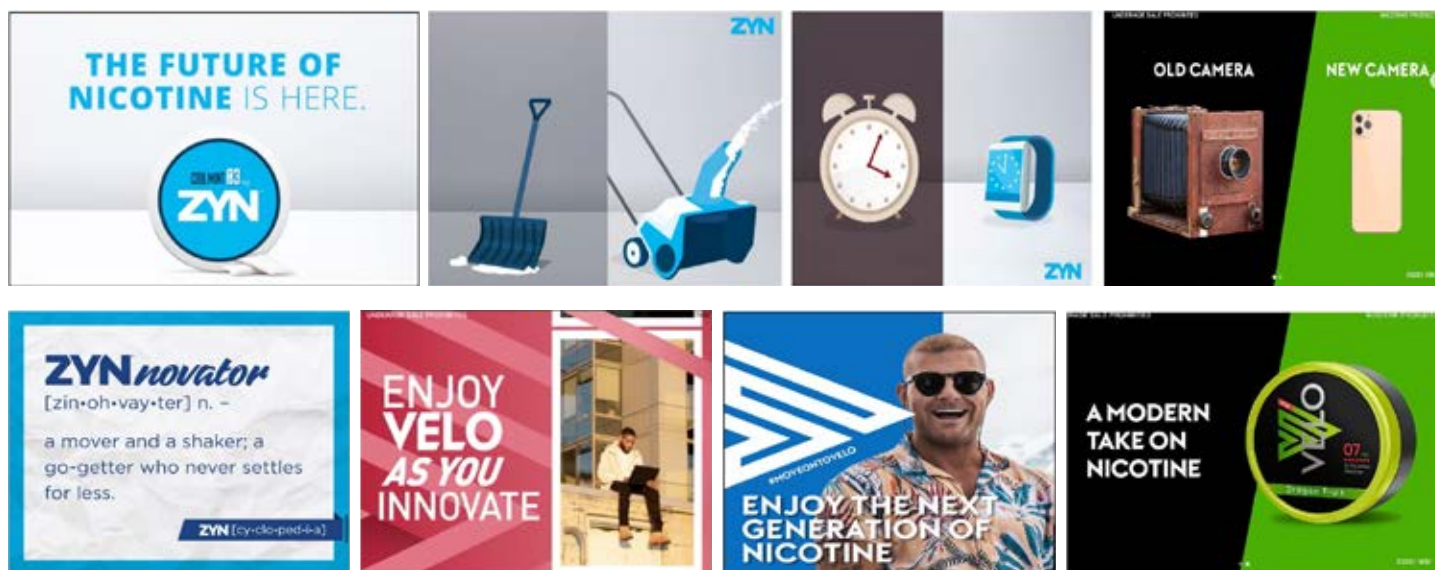
Source: SRITA original research product (3).

7.12 High-tech-, modern-, intelligence-themed advertisement

Nicotine pouches are depicted as “modern” and “high-tech”, similar to how cigarette manufacturers have often portrayed product features such as cigarette filter designs.

Companies portray their pouch brands as “modern”, “innovative”, “high-tech” and “intelligent”. This sends a reassuring message about health. Further, tobacco companies claim that they are moving their business away from cigarettes because of their harmfulness, while nicotine pouches are presented implicitly as the latest thing in “safety”. Technology appeals notably to young people. Such messages particularly attract “early adopters” of emerging technology, an attraction especially prevalent among youth (Fig. 49).

Fig. 49. High-tech and future-themed nicotine pouch advertisements

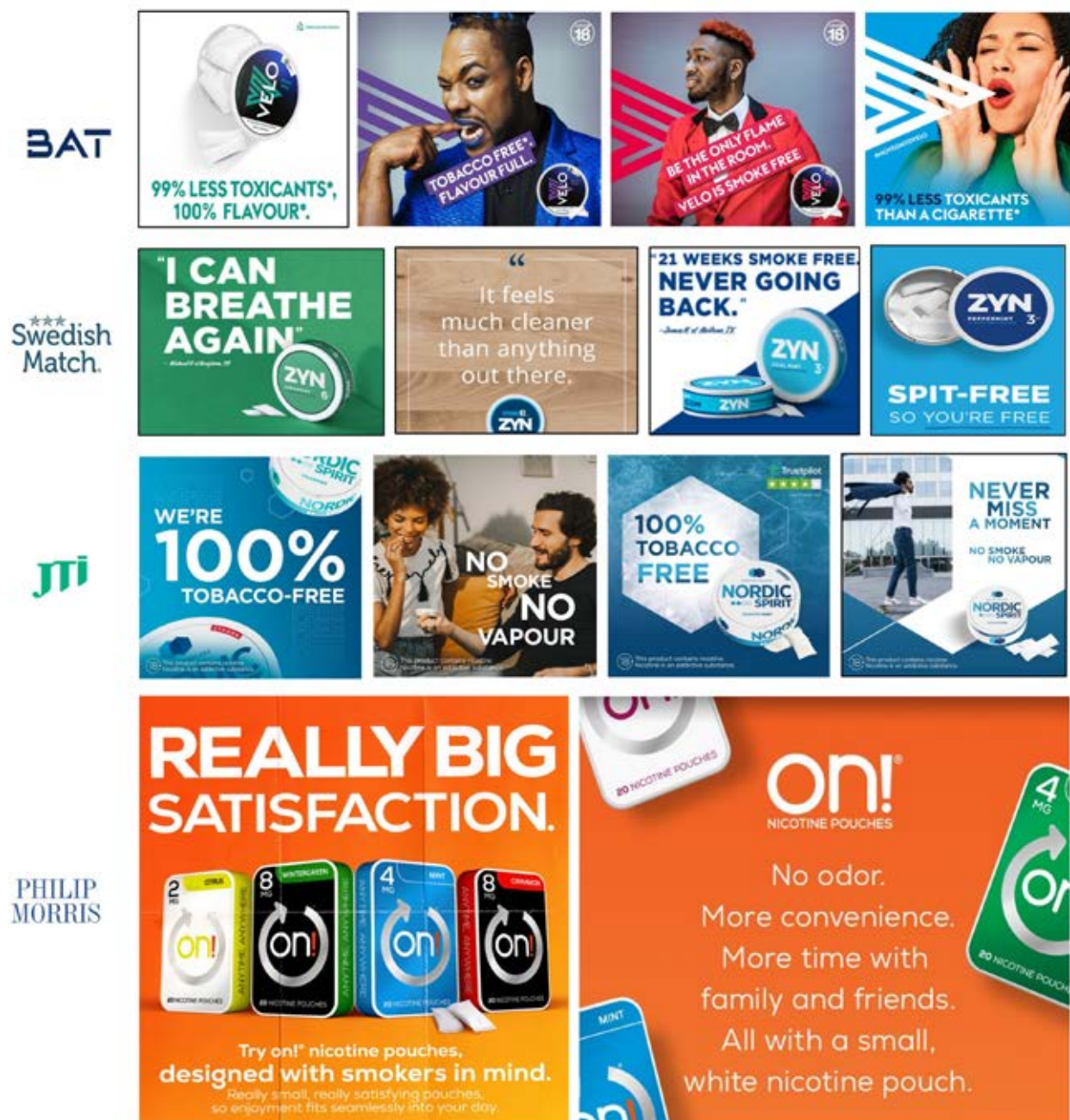


Source: SRITA original research product (3).

7.13 Health- and cessation-themed advertisements

This type of advertisement promotes nicotine pouches as a less harmful way of consuming nicotine: “tobacco-free”, “smoke free”, “no smoke”, “much cleaner” and “less toxins”. It also conveys both explicit and implicit claims of the usefulness of nicotine pouches for quitting smoking: “Designed with smokers in mind”, “I can breathe again” and “Never going back” (Fig. 50).

Fig. 50. Health- and cessation-themed nicotine pouch advertisements

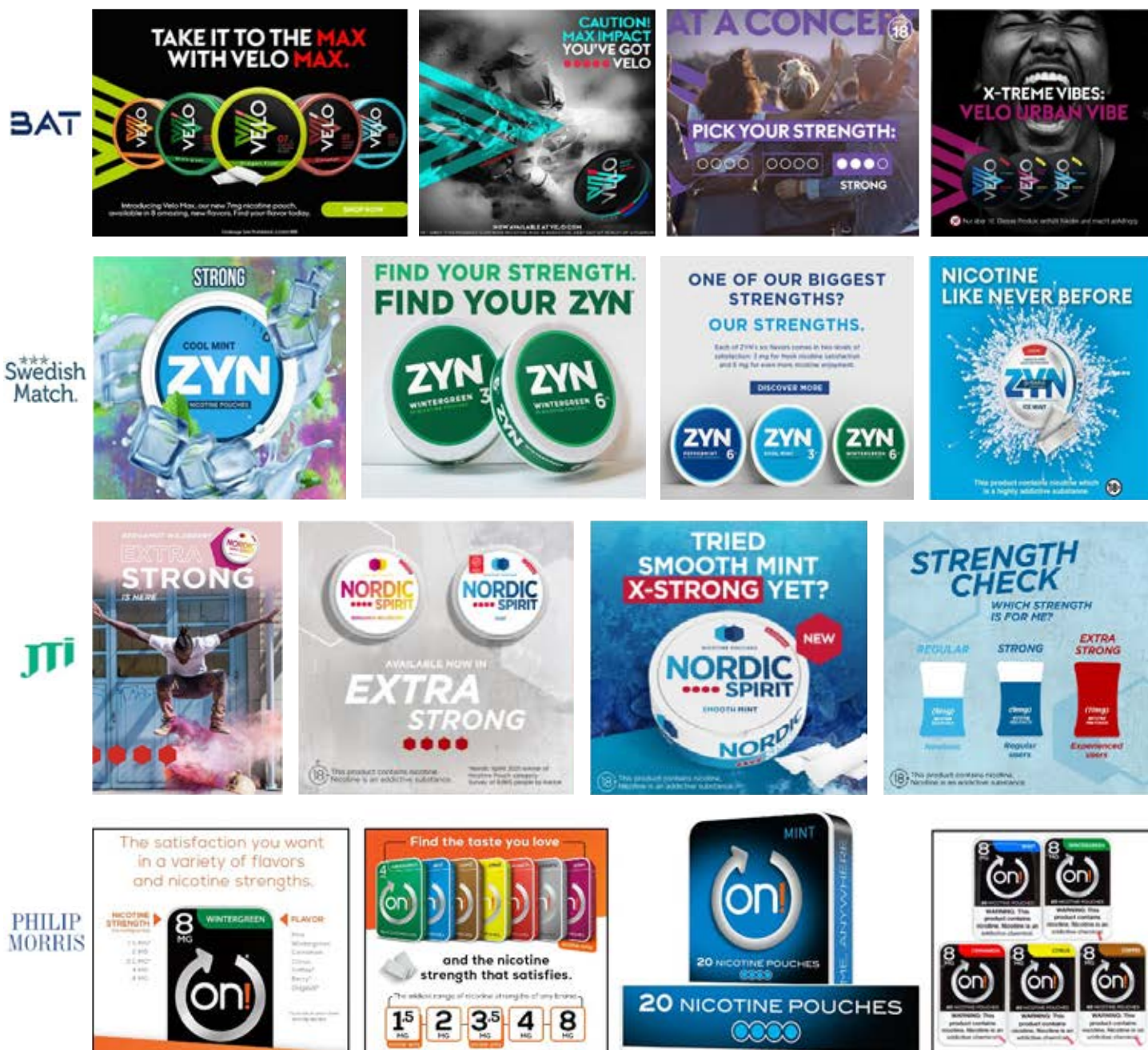


Source: SRITA original research product (3).

7.14 Advertising the intensity of nicotine pouches

Most brand lines offer a range of nicotine intensities. For their highest-potency nicotine pouches, they use marketing descriptors such as “max”, “ultra”, “extra strong”, “x-strong” and “x-treme” and slogans such as “Strength that satisfies” and “Take it to the Max” (Fig. 51).

Fig. 51. Nicotine intensity-themed nicotine pouch advertisements



Source: SRITA original research product (3).

7.15 Energy-themed product names

Many nicotine pouch manufacturers suggest that their products will energize the user (Fig. 52) with descriptors such as “energy”, “energy ice” and “urban vibe”. In other cases, the brand name itself is designed to connote the brand as a pick-me-up (e.g. LYFT, Rush, & Boost). Some technology companies have reportedly, as of March 2026, been stocking their offices with nicotine pouches, in a claimed attempt to increase worker productivity (146).

Fig. 52. Energy-enhancing-themed nicotine pouch packaging and advertisements



Source: SRITA original research product (3).

Fig. 52 can be viewed in conjunction with Fig. 41, which, in contrast, presents a sample of advertisements that refer to unwinding and “relaxation on-the-go”, both illustrating the “elasticity of meaning” advertising tactic.

7.16 Drug-like effect to induce a peaceful, calm, relaxed state

The dominant slogan used by ZYN is “Find your ZYN” (Fig. 53). This slogan and its accompanying imagery imply that use of ZYN nicotine pouches will induce a peaceful, calm, relaxed state. The clear implication is of a drug-like effect, imparting happiness and a sense of well-being analogous to the effects of alcohol, marijuana or a sedative.

Fig. 53. Peaceful and relaxation themed nicotine pouch advertisements



Source: SRITA original research product (3).

7.17 Trade magazine advertising for ZYN brand

For retailers such as convenience stores and petrol station food marts, ZYN promotes its US market leadership and the profit potential of carrying its products (147). It also promotes carrying its full line of flavours and nicotine content: “More choice for them means more profits for you” (Fig. 54).

Fig. 54. Trade magazine advertising – “It Pays To Go All ZYN”

The figure consists of six trade magazine advertisements for ZYN nicotine pouches, arranged in a 2x3 grid. Each ad is designed to attract retailers by highlighting the brand's market dominance and profit potential.

- Top Left:** "PLAYING FAVORITES – CAN REALLY – PAY OFF". Shows ZYN 3 and 6 mg pouches. Text: "STOCK UP ON THE MOST POPULAR ZYN VARIETIES".
- Top Middle:** "CELEBRATING ONE BILLION IN RETAIL REVENUE". Text: "Stock your shelves with proven moneymakers. ZYN is the first and only nicotine pouch to break one billion in retail sales." Includes an image of a ZYN 3 mg pouch on a pile of cash.
- Top Right:** "CARRY MORE ZYN SELL MORE CANS". Shows a bar chart comparing ZYN 3 mg (2x), ZYN 6 mg (2x), and ZYN 5.7 mg (5.7x) to other brands. Text: "RETAILERS WHO CARRY THE FULL ZYN PORTFOLIO SELL 5.7x MORE CANS".
- Bottom Left:** "THE COMPETITION DOESN'T STACK UP." Shows a bar chart of nicotine pouch dollar share: ZYN (78%), Competition (22%). Breakdown of competition: 10.3%, 8%, 5.3%.
- Bottom Middle:** "MORE CHOICE FOR THEM MEANS MORE PROFITS FOR YOU". Pie chart showing market share: ZYN 3 (10%), ZYN 6 (49%), and other brands (41%). Text: "LET YOUR CUSTOMERS CHOOSE ZYN 3MG OF ZYN 6MG".
- Bottom Right:** "WE EVEN CRUSHED THE BEVERAGE BRANDS". Text: "#1 NEW PRODUCT PACESETTER FOR C-STORES IN 2020". Includes an image of crushed cans.

Source: SRITA original research product (3).

8 Advertising slogans

Advertisements often make unsubstantiated claims – either explicit or implicit – of smoking cessation. Slogans include “make the switch” or present nicotine pouches as a discreet alternative for use in public places, undermining cessation attempts.

Nicotine pouches are often promoted as a means of breaking the rules. Slogans include “Forget the rules”, “Anytime, anywhere”, “No smoke, no vapour”, “More convenient, less noticeable”, “I do it anywhere” and “Nicotine enjoyment where your day takes you”. Such slogans undermine regulations prohibiting smoking or use of other tobacco and related products in public places and also encourage dual use and hinder cessation attempts.

Other marketing of nicotine pouches conveys anti-cigarette messaging. Such slogans include “no smoke, no smell, no hassle”, in an attempt to distance nicotine pouches from cigarettes.

Many nicotine pouch advertisements promote high-intensity nicotine. Slogans include “nicotine like never before”, “faster, stronger nicotine release, and a fuller flavour”.

Nicotine pouch advertisers use a wide variety of slogans, which convey both obvious and subtle messages to promote brands. Below is a representative sample of major transnational tobacco companies’ nicotine pouches product advertising slogans.

VELO

- “99% Less Toxicants, 100% Flavour”
- “A New Day With Velo Is On Your Horizon”
- “Adventure Everywhere”
- “Any Party, Anywhere”
- “Anytime Anywhere – That’s Velo”
- “Be Authentic”
- “Break – No Misses, No Breaks, No Interruptions”
- “Break Free From Convention – All The Enjoyment; No Smoke, No Ash, No Tar”
- “Break Free From Monotony – All The Enjoyment; No Smoke, No Ash, No Tar”
- “Break Free From Peer Pressure – All The Enjoyment; No Smoke, No Ash, No Tar”
- “Break Free From Stereotypes – All The Enjoyment; No Smoke, No Ash, No Tar”
- “Break Free”
- “Bring Velo Along To A Local Bar At Sunset”
- “Celebrate Life’s Mini Moments Of Joy”
- “Don’t Hold Back”
- “Don’t Miss A Moment With Velo”
- “Don’t Pause Go Handsfree”
- “Enjoy Velo As You Create”
- “Enjoy Velo As You Innovate”
- “Enjoy Velo As You Play Harder”
- “Enjoy Velo As You Sing”
- “Enjoy Velo As You Work Hard”
- “Enjoy Velo When You’re Feeling Fly”
- “Feel The Tingles And The Beats”
- “For Everywhere You’re Headed”
- “For On-The-Go Moments”
- “Forget The Rules – They Don’t Apply To Us”
- “Go Beyond Boundaries”
- “Go Beyond Boundaries”
- “Hands Free Anywhere Anytime”
- “Hang Out. Hassle Free.”
- “Let Go And Feel The Flow”
- “Make Golden Hour Happy Hour”
- “More Smiling Less Teeth Staining”
- “Move On To Velo Nicotine Pouches With 99% Less Toxicants Than A Cigarette”
- “Move Onto Smoke Free Pouches”
- “Never Miss A Moment”

“No Smoke, No Smell, No Hassle”
“Now You Tingle”
“Oh-The Places You Can Enjoy Velo Max – We’re Still Counting So Let’s Go With A Lot”
“Pop A Velo Turn Up The Fun”
“Pop It, Park It, Feel It”
“Pop Park Go”
“Pop Set Go”
“Pull A No Hands, No Spit, No Brainer”
“Pursuing Endless Possibilities”
“Rewrite Attitude With Velo”
“Savour The Flavour”
“Sit Back, Relax, Velo”
“Sit Back, Relax, Velo”
“Stay In. Smoke Free”
“Taste The Flavour With Velo”
“The Adventure Is Never Interrupted”
“The One That Takes It To The Max: Velomax”
“Twist Tuck Tingle”
“Unwind And Enjoy The Moment”
“Velo A Modern Take On Nicotine”
“Velove The Unexpected”
“Velo Presents Under The Lip”
“Whatever You Do Break Free”
“Whenever, Wherever”
“With 99% Less Toxicants Than A Cigarette”
“You’ve Got Velo”
“Your Everyday Partner”

ZYN

“A Simpler Form Of Nicotine”
“Achieve Lasting Change”
“America’s #1 Pouch”
“America’s Favorite Nicotine Pouch”
“Anytime, Anywhere”
“Break Free”
“Breaking Free Is Just The Beginning”
“Breakthroughs Can Happen Anywhere”
“Can You ZYN There? | You Can ZYN There ... Probably”

“Can Your Nicotine Moment Hop On Your Flight? With ZYN Nicotine Pouches, It Can”
“Can’t Smoke? Can’t Vape? Can ZYN. Now You Can Enjoy Nicotine Without The Smoke”
“Chart A Course To Satisfaction”
“Convenience On The Go”
“Discover A New Way To Experience Nicotine”
“Embrace The Unexpected”
“Find Your ZYN”
“Find Your Calm”
“Find Your Chance”
“Find Your Courage”
“Find Your Dream”
“Find Your Flow”
“Find Your Groove”
“Find Your Moment”
“Find Your Reason”
“Find Your Rhythm”
“Find Your Strength, Find Your ZYN”
“Find Your Strength”
“Find Your Stride”
“Find Your Vibe”
“Freedom To Choose”
“Get Away From Smoke”
“Go All ZYN”
“Hands Free Worry Free”
“Hands On The Wheel. Eyes On The Road. ZYN In Your Lip”
“How Do You ZYN?”
“Never Miss A Moment”
“Next Revolution In Nicotine Satisfaction”
“Nicotine Experience Whenever Wherever”
“Nicotine Like Never Before”
“Now You Can Enjoy Nicotine Without the Smoke”
“Relaxation On-The-Go”
“Show Us Your ZYN Grin”
“Simple & Discreet”
“Slide Me That ZYN, Friend”
“Small Pouches, Tons Of Memories”
“Stinks To Put Your Life On Pause, Huh? Unpause It With ZYN”
“Thankful For Breaking Free”

“The Future Of Nicotine Is Here”

“Time For A Brain Break”

“Tobacco-Free, Smoke-Free, Distraction-Free”

“Today Is The Day | Go For It”

“Whatever You Do | Wherever You Go”

“Where Is ZYN?”

“Yard Work Is A 2. But With ZYN, It’s A 10”

“Zyndividual – A Person Who Breaks Out Of Their Routine In Their Own Unique Way”

“I Haven’t Looked Back Since”

“Zynful Moment”

Nordic Spirit

“No Smoke, No Vapour”

“100% Tobacco Free Nicotine Pouches”

“Anytime Anywhere”

“Anytime Is The Perfect Time”

“Anywhere Anytime”

“Bursting With Flavor”

“Don’t Leave It Too Late”

“Free Sample Available Online”

“Got Spirit”

“Grab Your Can”

“More Convenient Less Noticeable”

“Never Miss A Moment – No Smoke, No Vapour”

“Share the Spirit”

“Stay In The Moment”

“The Nordic Way To Nicotine”

“Up To 60 Minutes”

“Whenever, Wherever The Nordic Way To Nicotine”

“Whenever, Wherever”

“You Can’t Improve On Perfection”

Rogue

“#Evenhere”

“Do It”

“I Do It Anywhere”

“I Do IT Anywhere”

“Like Her”

“Like Him”
“Like Them”
“Like This Guy”
“Live It Rogue – Nicotine On Demand”
“No Matter The Situation You Can Always Go Rogue”
“Now Nicotine On Demand Comes To You”
“Now You Don’t Need To Leave The House”
“Rogue Everywhere”
“When You Meet Your Significant Other’s Parents”
“When You’re Getting Your Hair Done”
“When You’re In That #?#! Line At The DMV”
“When You’re Taking Down Holiday Decorations”
“When You’re Two Hours Into A Five-Hour Flight”
“When You’re Waiting To Be Seated At A Restaurant”
“When You’re Watching the Last 20 Minutes Of Your Favorite Movie”
“When You’re Wearing Your Mask at the Grocery Store”
“When You’re In The Middle of Your Next DIY Project”

on!

“Anytime, Any Topic Get Nicotine Satisfaction”
“At Home, At Work Or On The Go. Satisfaction Anytime, Anywhere”
“Carry on! The Smallest Nicotine Pouches”
“Enjoyment By Your Side. Carry on!”
“Leave The Odor Of Smoke Breaks Behind, And Enjoy More Time With Family And Friends”
“Make The Switch To Spit-Free Satisfaction”
“Meet The Dip Alternative That Boldly Delivers”
“Nicotine Enjoyment By Your Side”
“Nicotine Enjoyment Wherever Your Day Takes You”
“Nicotine Satisfaction Without The Mess, Smoke Or Odor”
“No Shortage Of Enjoyment”
“No Shortage Of Satisfaction”
“No Shortage Of Varities”
“Satisfaction Without Stepping Away”
“Satisfaction. Anytime. Anywhere”
“Stay In The Moment With on! Nicotine Pouches”
“Take on! Anywhere, Enjoy Anytime”

Separately from these examples of major transnational tobacco companies' nicotine pouches product advertising slogans, other, smaller companies that manufacture nicotine pouches also use advertising slogans that can be perceived as oriented towards youth. For example, one nicotine pouch brand, Buff 1UP, is promoted as “Made by Gamers for Gamers”, and its tin packaging includes pixelated games imagery (148). Promotional imagery includes images of arcade games matching the nicotine pouch tins containing the pixelated games imagery and with promotional language including casual gaming reference, such as “a long-lasting hot flavour that’s perfect for beating the boss in your favourite game or when letting loose on the dance floor” (148).

9 Use of advertising channels

While tobacco advertisements are prohibited on television and radio in many countries, such mass media channels have been used for nicotine pouches.

While tobacco advertisements are prohibited on television and radio in many countries, such mass media channels have begun to be used for nicotine pouches (141,149). A survey of 286 unique nicotine pouch advertisements by the VELO, ZYN, and on! brands with the Kantar Media's Strategy Tool that appeared between January 2019 and September 2021 in the USA on many media channels (but not on social media) (149) found that advertisements appeared most frequently on radio (75.9%), followed by television (16.2%) and mobile phones (0.5%) (141). The most common media channels were entertainment (34.7%), news or weather (14.3%), business or finance (12.9%) and sports (9.5%) (141).

Both cigarettes and nicotine pouches are heavily advertised in displays and window signage in retail locations. Magazine advertisements and direct mailing are also used, and flyers sometimes co-market a company's nicotine pouches and cigarettes (e.g. Marlboro and on!, Camel and VELO) (150). As for tobacco and related products, nicotine pouch manufacturers host events for the purpose of distributing free or heavily discounted product samples. The events include concerts and auto-racing, at which they distribute free samples from branded booths or mobile vans staffed by attractive young "brand ambassadors" (151,152).

Although it is uncommon to have access to a tobacco company's description of its current advertising campaign strategy, we were able to locate a synopsis of VELO's 2021–2022 online advertising campaign (153) (Fig. 55). The campaign calls for use of "a full suite of digital tools through the entire funnel", use of "premium web partners", displays in airports, sampling vans with "lifestyle beach imagery" and sponsorship of auto racing. The strategy, which used "sophisticated prospecting", contributed to a 101% increase in revenue over 1 year and made VELO the market leader in February 2022.

Fig. 55. VELO Customer Acquisition Campaign, 2021–2022

AGENCY: Harvest Digital
CLIENT NAME: Velo
Campaign started: 01/01/2021
Campaign ended: 09/06/2022
Created at: September 6, 2022

BRIEF

Velo is a tobacco-free Nicotine Pouch, launched into the UK in late 2020. 99% less toxicant than cigarettes and smokeless, it is a discreet alternative to tobacco.

Our challenge was to create cut-through in a market heavily congested with nicotine pouches, vape, e-cigarette and tobacco-heated products, drive awareness and understanding and ultimately, sales.

The market is highly regulated and our responsibility to the brand and to consumers has been to market the product with extremely rigorous targeting and brand safety, age-appropriate measures applied throughout.

STRATEGY:

To support brand goals whilst also meeting our objectives of growing awareness and increased market share (and battling increasing competition) we employed a full suite of digital tools through the entire funnel, capitalising on the latest technologies and methodologies. A very modern plan for a specifically modern product:

- A number of DSPs brought on to the plan to activate precisely targeted audiences through programmatic display
- Sophisticated prospecting / retargeting strategies
- Decision-tree methodologies built in at adserver level
- Best in class Paid Search structure
- Digital Out of Home (DOOH) activated programmatically via DSP
- Contextual targeting across Tier 1 media using 1st Party data; high-impact premium placements through 'Premium Web' partners, The Ozone Project
- Brand Safety technologies such as DoubleVerify and Quintesse, audiences targeted for exclusion and 500,000+ domain black list layered on top of each other to ensure watertight age and audience restrictions
- Additionally, geo-fenced DOOH creates ad exclusion zones around schools, playgrounds, hospitals etc

Key to the success of the strategy has been tactical personalization of media and message, targeting audiences we know engage well with the product

- Travel campaign DOOH in airports nationwide, unlocking a specific audience
- Lifestyle 'beach' imagery to target specific Holidaymaker audience through Display and Youtube
- Digital vans and DOOH on roads to and from Silverstone around the British Grand Prix, promoting a Limited Edition McLaren partnership product
- High-impact takeovers of the Mail Online for huge visibility and reach

RESULTS:

Our success has been remarkable.

In February 2022, Velo became market leader and share of market has only increased since then.

We have achieved an unbroken run of Best Month Ever for the last 5 months.

101% increase in revenue YoY Aug-22 vs Aug-21

Source: Interdirect.com (153).

While the cigarette brands of transnational tobacco companies have limited social media presence, the companies make prolific use of digital media in marketing emerging nicotine products such as nicotine pouches and e-cigarettes (154). Many of the nicotine pouch advertisements reproduced in this report are derived from company social media posts (see Table 6). As indicated in Table 6, VELO does not maintain a “global” corporate account on Facebook (as of March 2023).

Table 6. Social media presence of nicotine pouch brands of transnational tobacco companies (March 2023)

Brand	Country	Instagram followers	Facebook followers	YouTube followers
Velo	Global*	36 900	–*	26 300
	Pakistan	52 200	331 429	32 100
	Ukraine	20 200	32 000	–
	Czechia	14 900	6 846	–
	Austria	8 603	545	–
	Switzerland	6 505	343	–
	USA	3 749	2 900	–
	Slovakia	2 997	–	–
	United Kingdom	2 770	–	–
	Croatia	1 167	–	–
	South Africa	1 137	14	–
	Poland	862	493	–
	Slovenia	712	–	–
	Indonesia	87	43 086	–
Nordic Spirit	United Kingdom	6 709	1 300	355
	Sweden	836	–	14
	Switzerland	2 087	71	–
	Ireland	1 095	118	3
ZYN	USA	9 526	10 000	–
	United Kingdom	590	344	15
Rogue	USA	925	691	–
Skruf	Austria	7 994	–	–
Zone X	Sweden	1 568	–	–
on!	USA	–	–	–

Source: SRITA original research product (3).

These channels are heavily trafficked by youth (155)

– no corporate account found

* VELO maintains “Global” corporate accounts on Instagram and YouTube, but not Facebook

10 Influencer marketing

Nicotine pouches are heavily advertised on popular social and digital media platforms, including by influencers. Praise of a product by an influencer is often viewed as more authentic and credible than other forms of advertising. Children and adolescents are generally more easily swayed by influencers than adults.

Digital media advertising is being used extensively, particularly to reach the younger population. Marketing techniques on digital media include influencer marketing and user engagement strategies (156). Social media influencers are individuals whose posts are viewed by large audiences. “Mega” influencers are often considered major celebrities and have more than one million followers; other categories of influencers are “macro” (500 000– 1 million), “mid-tier” (50 000–500 000), “micro” (10 000–50 000) and “nano” (1000–10 000). Influencers are usually compensated by the brand, monetarily and/or with gifts such as free products, travel, admission to events or an expectation of being hired for future collaboration. Influencer marketing combines features of “electric word of mouth” and celebrity endorsement. The goal of “electric word of mouth” is to recruit social media audiences to become advertisers for the product and to recommend it to their peers (157). The aim is to achieve a cascade of favourable attention to the brand, so-called “viral marketing” (158).

Because of influencers’ perceived authenticity (i.e. the perception that they have no commercial interests), the marketing messages that they spread by word-of-mouth are perceived as more credible than other forms of advertising (159). Furthermore, the physical appearance or attractiveness of the source plays a major role in the endorsers’ credibility and, consequently, persuasiveness. Children and adolescents are and to easily swayed by influencers than adults and are more willing to identify with them while take on their lifestyles, attitudes and beliefs (159). Use of influencers for tobacco and related products has been studied most extensively for e-cigarettes (160). Many influencers comply only minimally with regulations that require disclosure of their commercial relation with the sponsoring company (154,161). Influencers’ promotion of

e-cigarettes is usually not “age gated” to exclude underage viewers, and some influencers are themselves below the age allowed to advertise nicotine products. Influencers who promote tobacco and related products often do not display the required warnings of nicotine addiction (162). Laws and regulations intended to limit the use of influencers in brand marketing or to strengthen transparency about their commercial relationships with companies may not always apply, as they may not include the legal definition of an “influencer” (163). This can be the case when influencers’ activities are non-professional, non-commercial or lack remuneration. Many influencers fail to appropriately or fully disclose commercial content, and thus commercial messages can often blend seamlessly with genuine user-generated content (163). As on most social media, influencers’ posts that endorse products cross national borders and can readily be viewed in jurisdictions in which the products are restricted or prohibited (164,165).

Many influencers fail to appropriately or fully disclose commercial content, and thus commercial messages can often blend seamlessly with genuine user-generated content.

Use of influencers by nicotine pouch brands has been reported by investigative journalists (166,167). BAT has invested heavily in its influencer programme to promote its VELO and LYFT brands, which resulted in a tripling of their social media engagement during the coronavirus disease 2019 (COVID-19) pandemic (168). A study by the Campaign for Tobacco-Free Kids in 2021 showed that BAT paid 77 influencers to promote VELO nicotine pouches to a potential global audience of 537 million (169). A letter from more than 100 public health and other organizations in 53 countries in 2021 called on Facebook, Instagram, TikTok and X (formerly Twitter) to immediately end the promotion of nicotine pouches on their platforms (170).

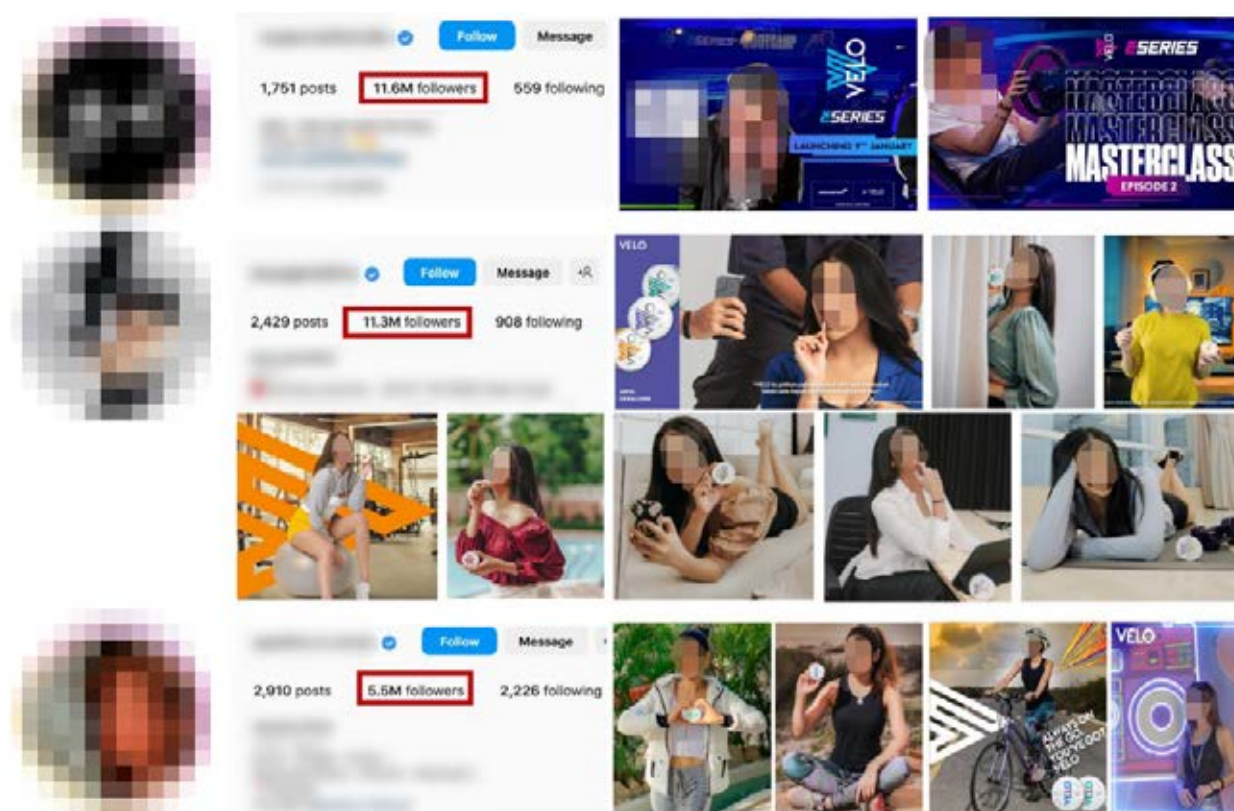
10.1 VELO female mega influencers

Many of VELO’s female mega-influencers are actresses, models and content creators, with millions of followers, some of whom may be children (Fig. 56).

10.2 VELO male mega influencers

Many of VELO’s male mega-influencers are in the music and film industries and have millions of followers, some of whom may be children (Fig. 57).

Fig. 56. VELO female mega influencers



Source: SRITA original research product (3).

Fig. 57. VELO male mega influencers

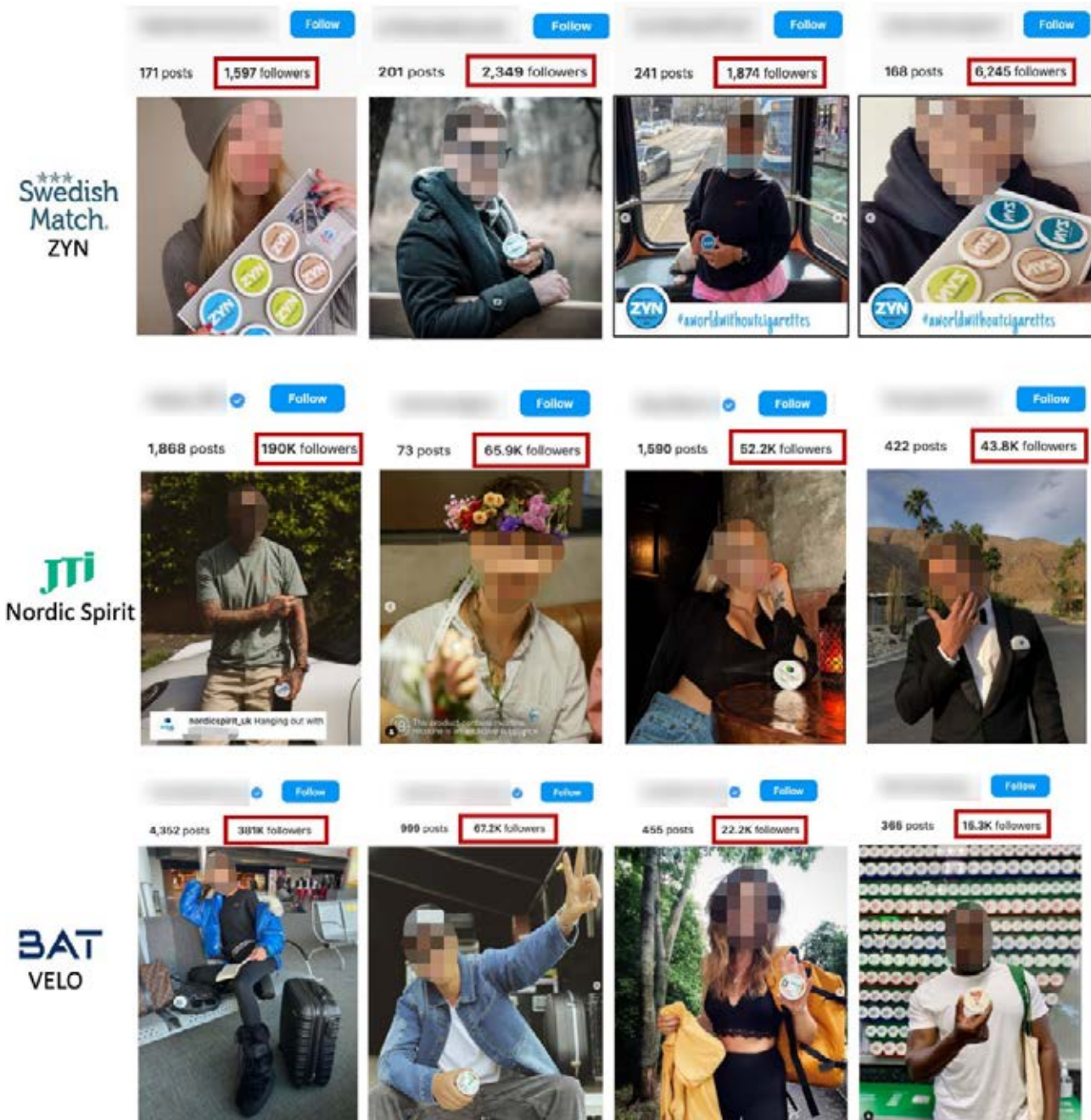


Source: SRITA original research product (3).

10.3 VELO mid-tier, micro and nano influencers

In addition to mega-influencers, VELO also engages influencers with smaller followings, who nonetheless heavily promote the products (Fig. 58). Other brands also engage with influencers, as can be seen in the figure.

Fig. 58. VELO Mid-tier, micro- and nano influencers

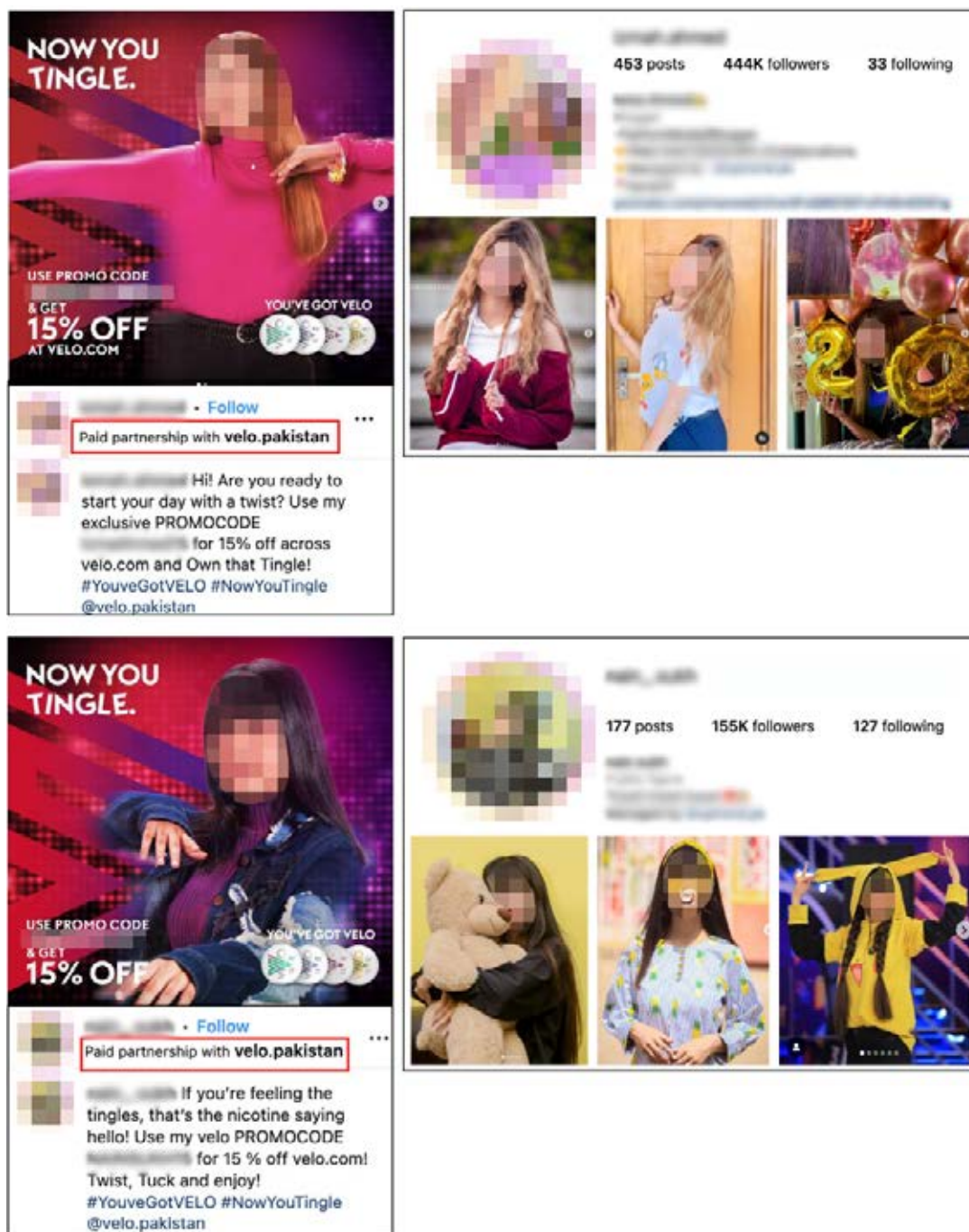


Source: SRITA original research product (3).

10.4 Youthful-looking influencers on VELO'S Instagram account in Pakistan

Fig. 59 shows two youthful-looking influencers endorsing VELO nicotine pouches. While these influencer advertisements were posted on the company's Pakistan Instagram account, they are in English and are visible globally. The manufacturer nevertheless claims that it advertises ethically and would never use advertisements that target youth.

Fig. 59. Youthful-looking Pakistani VELO influencers



Source: SRITA original research product (3).

10.5 VELO brand ambassadors on VELO's Swiss Instagram account

The term “brand ambassador” typically refers to individuals hired by the sales department of a company to hand out discounted or free product samples. “Brand ambassadors” are typically attractive, stylish young adults. VELO also uses the term “brand ambassadors” to refer to celebrities, musicians and influencers who promoted the VELO brand publicly (171). The “ambassadors” list themselves on their Instagram profiles as: DJ, model, content creator, fashion model, photographer and entrepreneur (172).

Table 7 lists the influencers of the major transnational tobacco companies for nicotine pouch brands who had the most followers in March 2023. BAT's VELO brand has the most active influencer programme.

Table 7. Instagram Influencers with many followers who promote nicotine pouches

Influencers	Brand endorsed	Profile	No. of followers	No. of posts on Instagram account
Influencer 1	VELO	Social media celebrity, presenter, vlogger, automotive influencer	12 million	1805
Influencer 2	VELO	Actor	11.3 million	2439
Influencer 3	VELO	Singer, songwriter, composer, actor	7.1 million	472
Influencer 4	VELO	Media person, fashion model, lifestyle influencer	1 million	1690
Influencer 5	VELO	Singer, songwriter, fashion blogger	381 000	4335
Influencer 6	VELO	Master of ceremonies and rapper	24 000	202
Influencer 7	VELO	Digital creator	124 000	648
Influencer 8	VELO	Barber	137 000	1852
Influencer 9	VELO	Video creator	97 200	352
Influencer 10	Nordic Spirit	Record label	94 000	6120
Influencer 11	VELO	Entrepreneur	128 000	823
Influencer 12	ZYN	“Dog Daddy”	5.284 million	1157

Source: SRITA original research product (3).

10.6 Influencer disclosure of paid sponsorship

As many consumers view advertising with scepticism, companies seek to impart positive brand messages that are not recognized as company-sponsored. Compensated influencers post positive reviews on social media platforms, with endorsements that are a form of advertising. Research shows that disclosing a post's sponsorship has negative effects on engagement, as it triggers scepticism and undermines the influencer's credibility (173,174). Because disclosure of a financial relation diminishes the promotional value to the brand, tobacco and related products marketers are strongly motivated not to disclose any influencer compensation arrangements.

Social media platforms require influencers to disclose their financial relationships. The Instagram policy disclosure policy specifies (175):

The Branded Content tag clearly communicates when a commercial relationship exists between a creator and a business and is required when posting branded content on Instagram. When a post is tagged, people will see "Paid partnership with [business partner]" in the post's header.

The paid partnership policy of X (formerly Twitter) indicates: "Failure to include an appropriate disclosure in a clear and prominent way could result in enforcement actions" (176). Governments also have adopted policies that require influencers to disclose their financial relations. In the USA, the Federal Trade Commission requires a clear, conspicuous disclosure of sponsored relations (177). The European Commission policy (178):

Require[s] all influencers in Europe to mention their commercial partnership as well as the company for which this communication is made. This information and a transparency obligation are applicable in every EU Member state.

Social media endorsements typically appear on both the influencer's personal account and the brand's corporate account. A systematic failure to disclose paid influencer relations on corporate accounts was identified. This serious discrepancy and lack of disclosure enhances the effectiveness of the influencer's posts on product promotion.

A systematic failure to disclose paid influencer relations on corporate accounts was identified.

The disclosure rates of product endorsement posts appearing on the influencers' personal accounts far exceeded those of the corporate endorsement posts.

The disclosure practices of paid influencer posts appearing on VELO, Nordic Spirit and ZYN's corporate accounts were compared with those of the influencers' personal accounts in 2019–2022 (Table 8). The disclosure rates of product endorsement posts appearing on the influencers' personal accounts far exceeded those of the corporate endorsement posts.

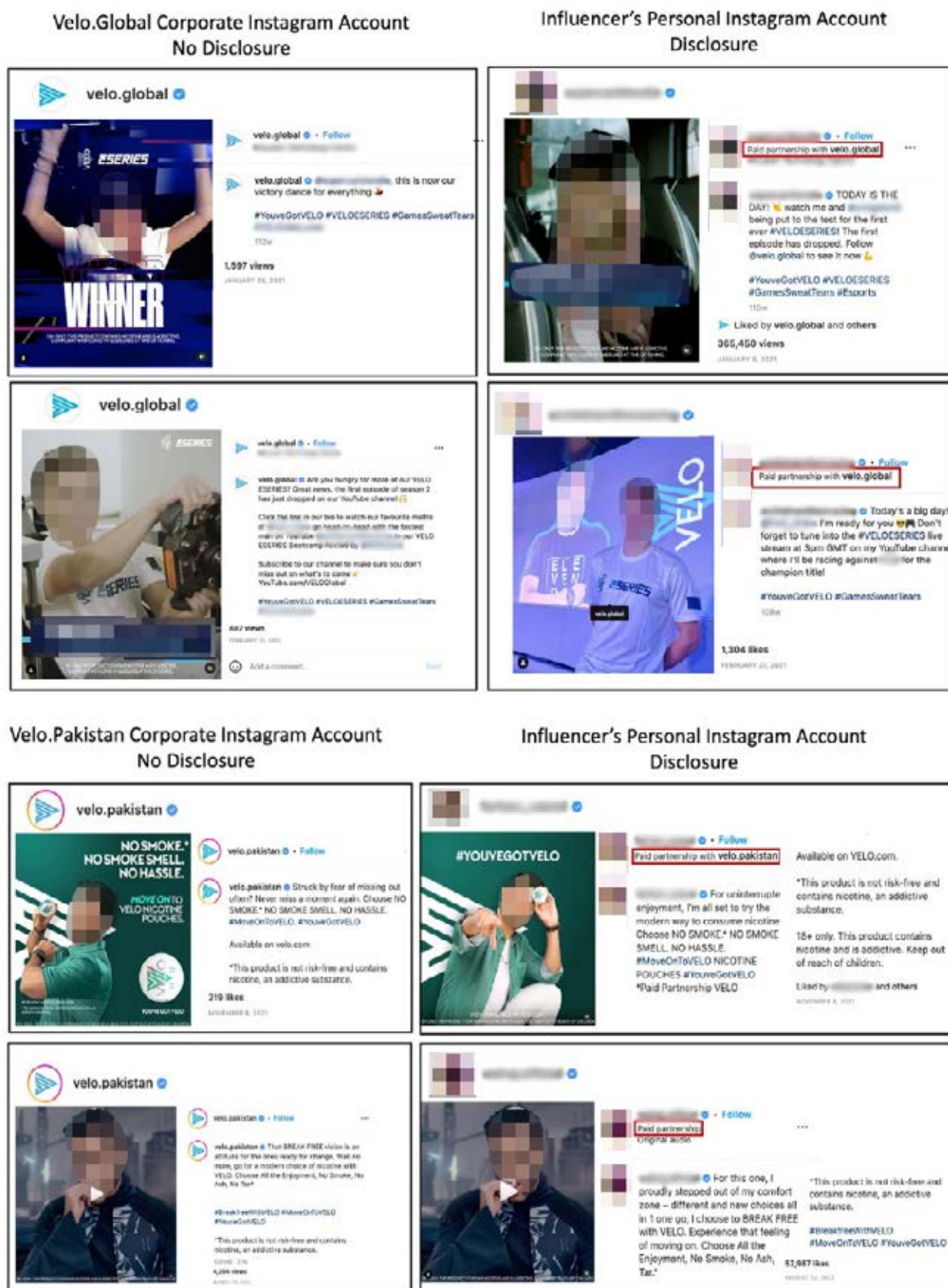
Table 8. Influencer disclosure of paid sponsorship

Brand and country	VELO's corporate accounts		Influencers' personal accounts	
	No. of posts on brand account	No. of paid sponsorships declared	No. of posts on Influencer personal account	No. of paid sponsorships declared
VELO Switzerland	11	–	20	20 (100%)
VELO Austria	9	5 (55%)	45	44 (98%)
VELO United Kingdom	37	–	27	25 (93%)
VELO Indonesia	–	–	8	6 (75%)
VELO Global	148	–	25	18 (72%)
VELO Ukraine	23	1 (4%)	37	26 (70%)
VELO Poland	9	–	43	25 (58%)
VELO Czechia	18	–	146	63 (43%)
VELO Slovakia	–	–	70	24 (34%)
VELO Pakistan	80	4 (5%)	58	18 (31%)
Nordic Spirit United Kingdom	7	–	8	–
ZYN Switzerland	–	–	7	7 (100%)

Source: SRITA original research product (3).

Fig. 60 gives examples of paid influencers on VELO's global and Pakistan accounts. Only the influencer's personal account is required to indicate disclosure. Lack of disclosure of a financial relation in the company's accounts is a consistent observation.

Fig. 60. Influencer disclosure of paid sponsorship: company versus personal accounts



Source: SRITA original research product (3).

Recently, Altria has begun using a series of paid influencers to promote its on! nicotine pouch brand. They are visible on the brand's Instagram account (onnicotinepouches), which has 3173 followers (March 2026) as well as a special hashtag (#onpartner) for their paid endorsement partnerships.

10.7 Use of hashtag boosting in nicotine pouch social media promotion

The visibility of nicotine pouch advertising on company-controlled organic social media account is modest. For example, the activity (March 2026) on BAT's VELO's social media accounts is shown in Table 9.

Table 9. VELO nicotine pouch company-controlled Instagram organic social media accounts have only a modest number of followers (March 2026)

Account	Instagram account	No. of advertising posts	No. of followers
USA	velo_us	145	10 000
United Kingdom	velo.unitedkingdom	1030	20 000
Switzerland	velo.switzerland	941	105 000
Ukraine	velo_pouches_ua	650	197 000
Spain	velo.espana	114	2000
Czechia	velo_.cz	629	167 000
Sweden	velo.sweden	137	136 000

Source: SRITA original research product (3).

Social media advertising for a nicotine pouch is highly amplified via use of a variety of popular hashtags which are unrelated to nicotine use.

Hashtags are another potent means for increasing viewership. Social media advertising for a nicotine pouch is strongly amplified by use of a variety of popular hashtags that are unrelated to nicotine use. For example, the brand advertisements on VELO's United Kingdom Instagram account (velo.unitedkingdom) have been shared via: #party (207M), #outdoors (86M), #skiing (14M), #pride (41M), #coffeeshop (24M), #popup (6M), #itson (402K posts). VELO United Kingdom also uses a series of auto racing-related hashtags, such as #BritishGP (331K), #ImolaGP (107K), #MiamiGP (154K), #ThisTeam (150K), #VeloxMcLarenF1 (<100), #VeloxMcLaren (1K), and #LiveYourFandom (1K). They also use several nicotine pouch-themed hashtags, such as: #AnytimeAnywhere (247K) and #TransformingTogether (1K). VELO brand-linked hashtags on its US Instagram account (velo_us) include: #VeloUS (> 1000), #VeloUSWhereverWhenever (> 100), #VeloPlusUS (> 100) and #VeloUSRewards (<100).

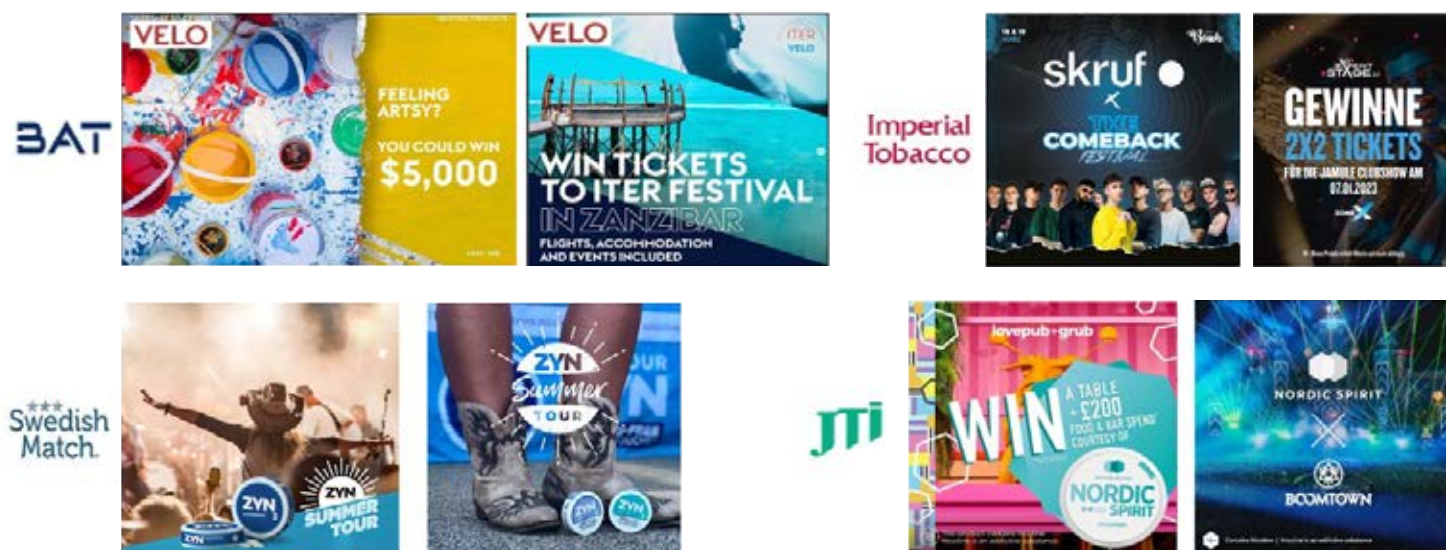
11 Sponsorships, events and free and discounted samples

Manufacturers of nicotine pouches commonly sponsor youth-oriented events, at which attractive, young “brand ambassadors” distribute free or discounted samples of nicotine pouches or branded merchandise.

11.1 Prizes and sponsored events to promote nicotine pouches

Manufacturers of nicotine pouches commonly sponsor a wide variety of events, such as concerts, festivals, food fairs, dinner and drinks in a pub and even “beer pong” competitions (Fig. 61) (179). The marketing goals include opportunities to distribute product samples to potential new customers and to create “buzz” for the brand by associating it with entertainment and through gifts of branded merchandise. Many sponsored events are youth oriented.

Fig. 61. Events sponsored by nicotine pouch brands



Source: SRITA original research product (3).

11.2 Free and discounted nicotine pouch samples

New users are commonly recruited by being given free samples of nicotine pouch brands or by being offered starter products at highly discounted prices. Sampling personnel, often referred to by companies as “brand ambassadors” or “street teams”, are typically attractive, enthusiastic young people. They often appear at concerts, festivals and other popular events wearing or carrying the items, serving as mobile promotional billboards for the brand (Fig. 62), which probably has a strong influence on the wearer’s circle of friends.

Fig. 62. Distribution of free and discounted samples by brand ambassadors



Source: SRITA original research product (3).

11.3 Promotion of nicotine pouches by sponsoring auto racing

Philip Morris International and British American Tobacco have sponsorship agreements with Formula 1 racing teams. Together, they spent an estimated US\$ 40 million on Formula 1 sponsorship in 2022.

Formula 1 (F1) races are one of the world's most frequently watched sporting events, with a global television viewership of over 1.5 billion in 2021, an increase of 4% over 2020 (180,181). F1 sponsorship is a long-established means for tobacco companies to increase brand awareness, reinforce brand recognition and appeal to youth (182). Viewership of F1 racing among adolescents aged 12–17 years in the USA rose by 49% between 2021 and 2022 (183). According to a recent news report in October 2025, more than 4 million children aged 8 to 12 now actively follow Formula 1 across the European Union and the USA (184).

Regulation of auto racing sponsorship and the marketing practices of the industry have evolved over time. After decades of branded promotion of cigarette products on cars and team uniforms, in the late 2010s the industry altered its strategy and began promoting other tobacco and related products and public relations messages, especially related to harm reduction (185,186). Two major transnational tobacco companies have sponsorship agreements with F1 racing teams. An estimated US\$ 40 million was spent on F1 sponsorship in 2022 between these two tobacco companies (187). In late 2025, PMI, manufacturer of ZYN nicotine pouches, announced an expanded partnership with Ferrari to promote its nicotine pouches at Formula 1 races (188), and BAT, the manufacturer of VELO, announced a refreshed design to highlight the VELO logo (189). In March 2026, an Open Letter was sent to Formula 1 from over 160 organizations in the USA and worldwide, calling for an end to all tobacco company sponsorships (184). In the same month, another Open Letter, from over 150 organizations was also sent to three major child-oriented media and toy companies, recognizing that their partnership with Formula 1 would expand the reach and appeal of the sport to children, and in turn, their exposure to tobacco and related products, and calling for them to ask Formula 1 to end all tobacco company sponsorships (184).

A recent extension of partnerships between Formula 1 and child-oriented media and toy companies risks further extending the reach and appeal of the sport to children and, in turn, their exposure to tobacco and related products.

BAT sponsorship of the McLaren F1 racing team for its nicotine pouch brand.

In 2019, BAT entered into a multi-year partnership with McLaren Racing. In a press release, McLaren sought to downplay the relation between motor sports and tobacco companies and its influence on generations of smokers (190). McLaren's chief executive, Zak Brown, explained that the partnership with BAT was not “tobacco” sponsorship but a partnership of “shared focus on technology and innovation” (191). He added, “Our partnership's one that is technology based with their newer generation products. We don't have any relationship with the tobacco side of the business”. In its sponsorship,

BAT heavily promotes its VELO nicotine pouches and Vuse e-cigarettes, both of which contain tobacco-derived nicotine. In 2020, when BAT became a principal partner of McLaren's F1 team, its branding was placed prominently on the front wing of each car, the sidepod, the front wing endplate, the nose of the car, the wing mirrors and the halo (192). Team members had BAT products on their overalls and also on the drivers' helmets. In races in which the brand's name could not appear because of national tobacco control policies, BAT adopted less obviously brand-focused slogans, such as: "A Better Tomorrow" and "Accelerating Transformation" (193). In 2020, BAT and PMI spent some US\$ 115 million on F1 racing sponsorship. In 2022, BAT branding for nicotine pouches appeared in 13 of 22 races: eight for Vuse and five for VELO (190).

11.4 Co-branding of BAT's VELO and McLaren F1

As part of its F1 racing partnership, BAT launched two McLaren co-branded, limited-edition flavours for its VELO nicotine pouches. The orange-and-black colour scheme of VELO Polar Mint echoes the McLaren team colours (Fig. 63). Another form of the product is named VELO Pursuit, an obvious association with motor racing.

Fig. 63. New packaging leverages automobile racing partnerships



Source: SRITA original research product (3).

The sponsorship of McLaren F1 has been criticized as potentially attracting young race-car enthusiasts to an addictive product (193). One concern is that F1 is one of the fastest growing sports leagues on digital platforms (194). In 2021, 49.1 million people followed F1 channels on all social media platforms, an increase of 50% from 2020 (195). McLaren's Instagram account (with > 10 million followers in January 2023) posts images of a BAT-branded race car and hashtags such as #VELOxMcLaren to amplify its digital reach. Research suggests that this type of marketing exposure can lead to more favourable perceptions of tobacco companies and their harmful products among youth (196).

Co-branding with the McLaren F1 racing team. McLaren’s race cars and their drivers are extensively branded with the VELO nicotine pouch logo (Fig. 64), with impressions on the exterior of the car and also in the cockpit, where a head-mounted camera shows the driver’s view for television broadcasting.

Fig. 64. Co-branding of VELO with the McLaren F1 Racing Team



Source: SRITA original research product (3).

11.5 VELO “LOVE” campaign

In September 2022, at the F1 Heineken Dutch Grand Prix, a McLaren team car prominently featured the word “LOVE”, a rearrangement of the letters of the brand name VELO (Fig. 65). This was part of the launch of VELO’s new campaign, “Love the Unexpected” (197).

Fig. 65. Co-branding, marketing and sponsorship of nicotine pouch brand with F1 racing teams



Source: SRITA original research product (3).

11.6 VELO and McLaren E-Series

To further engage motor sports enthusiasts, VELO and McLaren held a series of races, the e-series, which featured celebrities, such as automotive content creators who have millions of followers on social media, racing against each other over three seasons (198). Each series ended with celebrity contestants racing against 18 fans who were qualified to race against the celebrities in a “Beat Your Heroes” event (199). The e-series was promoted on many social media platforms, including VELO’s Instagram, Facebook, X (formerly Twitter) and YouTube accounts (200).

11.7 VELO featured on McLaren’s social media channel

TikTok is the leading social media platform for underage teenagers. McLaren’s official TikTok account, with 2.5 million followers and 64.6 million likes, features VELO advertising (Fig. 65).

11.8 PMI sponsorship of Ferrari’s F1 racing team

PMI’s sponsorship of Ferrari’s F1 racing team: When PMI was no longer able to sponsor racing under its Marlboro brand name, in 2018 it launched its “Mission Winnow” campaign (Fig. 65) to promote its emerging tobacco and related products, including Shiro nicotine pouches and IQOS heated tobacco (201).

11.9 Tomorrowland festival sponsorship by VELO

For many years, VELO has sponsored both the summer and the winter Tomorrowland music festivals (Fig. 66). Tomorrowland is billed as the world’s largest electronic music festival, with some 600 000 tickets sold (202). The summer festival is usually held over three weekends in July in the Belgian town of Boom, while the winter festival is a week-long event held in Alpe d’Huez in the French Alps. In 2021, BAT stopped selling cigarettes at the Tomorrowland festival but continued to promote its other tobacco and related products (203). On its website and social media platforms, VELO offers chances to win tickets to the festival. It also hired influencers to attend the festival and pose with flavours of VELO, including special Tomorrowland flavours.

Fig. 66. VELO sponsorship of Tomorrowland music festivals

Source: SRITA original research product (3).

11.10 VELO Sound Station performances

Sound Station is a Pakistani television programme sponsored by BAT's nicotine pouch brand. The first season, 2020, consisted of 14 episodes of studio performances by popular recording artists and upcoming artists. The second season started online on New Year's Day 2023 on VELO's YouTube Sound Station channel. Performances have had substantial view counts, with 13 songs each receiving over 4 million views on YouTube (204,205). The most viewed song received over 20 million views (Fig. 67). VELO Sound Station also had a Spotify channel, with over 200 000 monthly listeners.

Fig. 67. VELO Sound Station



Source: SRITA original research product (3).

11.11 Poker tournament sponsorship

BAT's VELO was the official sponsor of the 2021 World Series of Poker held in Las Vegas, USA (Fig. 68). The brand was featured prominently on the poker mat and on the main stage (206,207). Branded signage was also placed at the Las Vegas international airport.

Fig. 68. VELO sponsorship of the Poker World Series in 2021



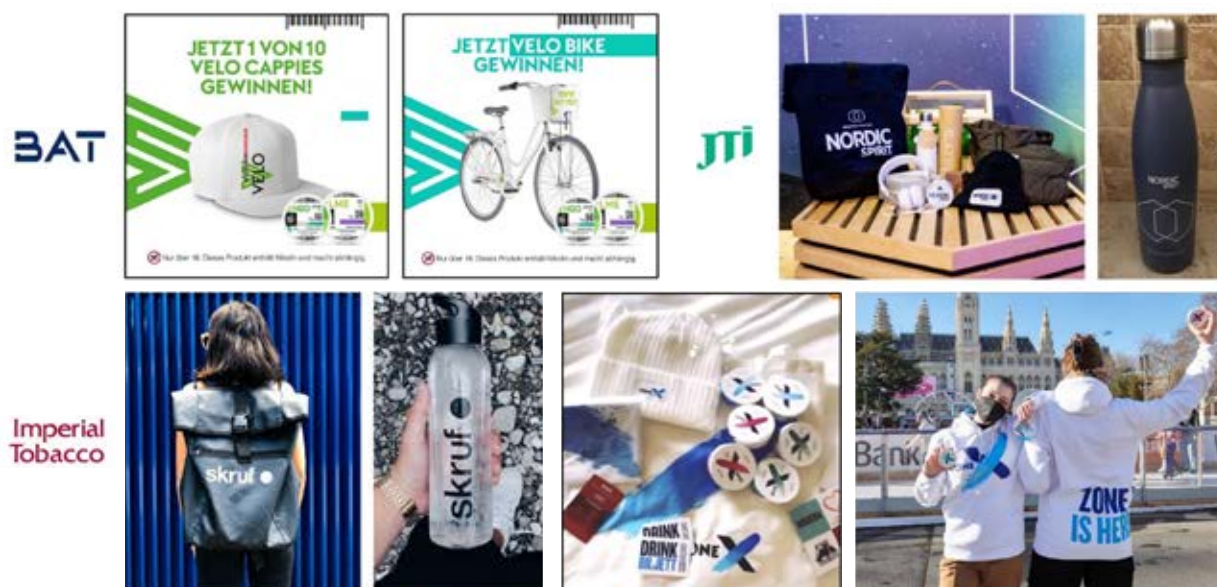
Source: SRITA original research product (3).

An accompanying national case study that dives deeper into the role of advertising in the popularity of ZYN nicotine pouches among adolescents and young adults, will follow.

12 Branded merchandise

Branded prizes (Fig. 69) are usually awarded by accumulating points from purchase or as free gifts from people who visit a company-hosted sampling activity. The prizes have two marketing purposes: to foster brand loyalty among customers and to turn them into walking billboards for the product.

Fig. 69. Branded merchandise provided by nicotine pouch purveyors



Source: SRITA original research product (3).

In this example illustrated in Fig. 70, consumers of ZYN earn rewards by purchasing specially marked flavours of ZYN. Rewards are redeemed by entering a 12-digit reward code on ZYN's website (208). Among the wide variety of ZYN-branded merchandise, the most expensive is ZYN's branded tailgate tent, which is acquired with 9900 reward points. As each flavour earns 30 or 15 points, the total represents 330 or 660 flavours, each with 15 nicotine pouches, for a total of either 4950 or 9900 nicotine pouches.

Fig. 70. ZYN rewards programme branded merchandise



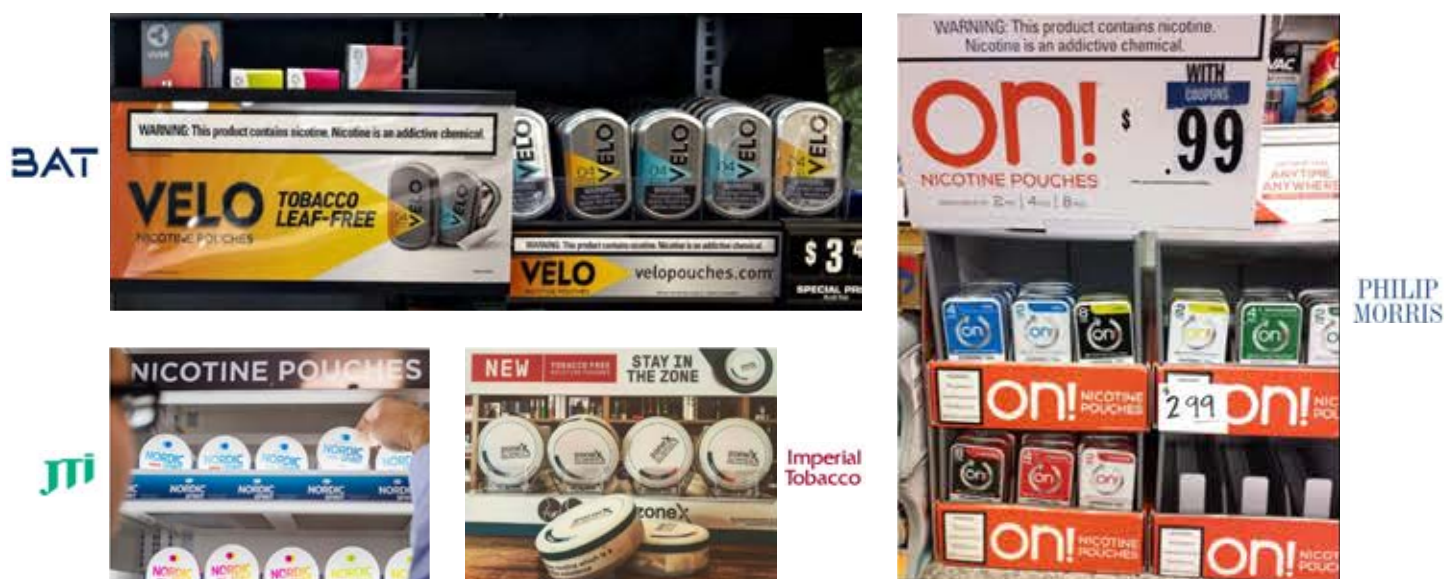
Source: SRITA original research product (3).

13 Retail displays, billboards and vending machines

13.1 Retail displays of nicotine pouches

Nicotine pouches are sold in various retail establishments, including chain convenience stores, bodegas, fuel stations, supermarkets and tobacco shops. Some nicotine pouch vendors, including ZYN and Nordic Spirit, have acquired branded retail stores with sophisticated product displays and poster advertising (Fig. 71). Fig. 72 shows outdoor billboards advertising nicotine pouches, including a large billboard on the side of a truck.

Fig. 71. Retail displays of nicotine pouches



Source: SRITA original research product (3).

Fig. 72. Billboards for nicotine pouches



Source: SRITA original research product (3).

13.2 Nicotine pouches sold via vending machines

Fig. 73 shows vending machines for Skruf and ZoneX nicotine pouch brands. The machines dispense not only the company's nicotine pouches but numerous cigarette brands, including Marlboro, Camel, Winston and Lucky Strike.

Fig. 73. Vending machines for nicotine pouches



Source: SRITA original research product (3).
“Nichts für Anfänger” means “Nothing for Beginners”.

14 Dual marketing of cigarettes and nicotine pouches

Co-marketing is designed to increase revenue by encouraging dual (or poly) use of two or more products, either together or separately. This can hinder cessation attempts and undermine evidence-based regulations.

Philip Morris USA (Altria) co-markets its world best-selling Marlboro cigarettes with its on! nicotine pouches. The examples shown in Fig. 74 are from both direct mail and e-mail promotions. The advertisements suggest a role in smoking cessation, with slogans such as “Use your Marlboro login to explore a satisfying alternative to smoking”, “on! is definitely a substitute for cigarettes in my life” and “Designed with smokers in mind”.

The Phillip Morris USA (Altria)-owned US Smokeless Tobacco Company co-markets its Skoal smokeless tobacco product with the parent company’s on! nicotine pouches. RJ Reynolds (BAT) co-markets its Camel cigarettes with its VELO nicotine pouches (Fig. 75).

Fig. 74. Co-marketing of Marlboro cigarettes with on! nicotine pouches

The figure consists of five distinct promotional panels for Marlboro and on! nicotine pouches:

- Top Left Panel:** Features the Marlboro logo with the tagline "FLAVOR. QUALITY. CRAFT." Below it, three on! pouches (2mg, 4mg, 8mg) are displayed. Text reads: "7 varieties to choose from. All more easily enjoyable than smoking." A small disclaimer at the bottom states: "©2018 on! Consumer Research Study. Participant compensation for participation."
- Top Middle Panel:** Shows a Marlboro pack on a surface. Text includes: "DISCOVER FLAVOR OVER EVERY HORIZON" and "Want to try something different? Here's an offer you might like." A warning box at the top reads: "SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy."
- Top Right Panel:** Promotes "Carry on! NICOTINE POUCHES" with the slogan "enjoyment by your side™ around friends, family and co-workers...". It features images of on! pouches and states: "The smallest nicotine pouches designed with smokers in mind." and "All cans \$1 (plus tax and shipping)". A "SPECIAL INTRO OFFER" button is visible.
- Middle Left Panel:** Shows hands holding an on! pouch. Text includes: "enjoyment by your side™", "Carry on! NICOTINE POUCHES", and a quote: "on! definitely is a substitute for cigarettes in my life. -Dina D." A warning box at the top reads: "WARNING: This product contains nicotine. Nicotine is an addictive chemical."
- Middle Right Panel:** Promotes a "FREE -CAN OF ON!-" with a Marlboro purchase. It includes a QR code and text: "Use your Marlboro login to explore a satisfying alternative to smoking at onnicotine.com". A warning box at the top reads: "WARNING: This product contains nicotine. Nicotine is an addictive chemical." The background shows a Marlboro pack and a lit cigarette.
- Bottom Panel:** A large advertisement for "TEAM MARLBORO" with the tagline "PROTECT OUR WATER". It features a "WATCH & EARN" button and a "FIRST-TIME OFFER" of "All cans \$1 each Plus Tax + Free Shipping (MIN. 10-CAN PURCHASE)". A "SHOP NOW" button is present. Text at the bottom says: "Sign in with your Marlboro login at onnicotine.com". A warning box at the top reads: "WARNING: This product contains nicotine. Nicotine is an addictive chemical." The background shows a group of people celebrating and on! pouches.

Source: SRITA original research product (3).

Fig. 75. Co-marketing of Skoal smokeless tobacco and Camel cigarettes with nicotine pouches

WARNING: This product can cause gum disease and tooth loss.

SMOKELESS TOBACCO



SKOAL
CLASSIC STRAIGHT

GREAT TASTE GOES WITH ANY OCCASION.

Carry on!
NICOTINE POUCHES

The satisfaction you're used to—in a more convenient way.



Made for any moment, so you don't miss out.

FIRST-TIME OFFER!

All cans \$1⁹⁹
Plus Tax + Free Shipping
(MIN. 10-CAN PURCHASE)

TRY IT OUT

CAMEL

WEEKLY SAVINGS. ALL RIGHT HERE.



EXPLORE THE NICOTINE OPTIONS FROM OUR FRIENDS AT VELO.

WELCOME TO VELO



- 4 STRENGTHS and 14 AMAZING FLAVORS.** VELO'S got you covered.
- Use VELO virtually any time, anywhere. It's designed to **FIT YOUR LIFESTYLE.**

Learn more about VELO nicotine pouches and lozenges and **save over 60%** with a VELO Welcome Bundle.

CHOOSE YOUR BUNDLE

*LIMITED TIME OFFER. VOID WHERE PROHIBITED. CONDITIONS APPLY WEBSITE AND OFFERS RESTRICTED TO AGE 21+ NICOTINE CONSUMERS. ©2021 B&W

Source: SRITA original research product (3).

15 Regulation of nicotine pouches

The preceding sections of this report have critically examined the marketing tactics and strategies driving the global growth of nicotine pouches. As noted, the systematic targeting of adolescents and young people is particularly concerning. Through the use of youth friendly flavours, sleek packaging, digital marketing, social media promotion, sponsorships and influencer partnerships, nicotine pouches are presented as lifestyle products rather than addictive and harmful. These industry practices and strategies are designed to appeal, especially to adolescents and young adults, and to facilitate a more conducive regulatory environment for nicotine pouches. Their strong youth appeal and high addiction potential are contributing to rising use among children and young people. Such strategies are employed to normalise nicotine use, reduce perceptions of risk and exploit regulatory gaps, placing a new generation at heightened risk of lifelong addiction.

The rapid expansion of nicotine pouches is not merely a market trend; it represents a public health challenge with long term implications. Addressing this growth requires coordinated and decisive action to prevent initiation, particularly among young people and those who do not use nicotine or tobacco, while ensuring effective controls on access and measures to reduce overall harm. Nicotine is highly addictive and is particularly harmful to adolescent brain development. Initiation during youth increases the likelihood of sustained addiction, dual or poly product use, and future transition to other tobacco and related products (209,210).

With the introduction of nicotine pouches in recent times, the industry portrays itself as having reformed and having become champions of smokers' well-being. However, there is a fundamental conflict of interest between the tobacco industry and public health (211) since the main objective is to maximise profit. The extent of industry lobbying for a more lenient nicotine pouch regulation is well documented (212). Internal tobacco industry documents also reveal that nicotine analogues have been explored as potential substitutes for nicotine in order to escape regulation (213) and to seek regulatory carve-outs. The industry continuously evolves its products and tactics to by-pass regulation. Examples include the industry offering discounts in response to bans on free samples. They have also been known to sell or encourage post-market flavour additives (i.e. flavour accessories), such as by providing links to them

on their website, and by introducing “concept names”, which obscure the flavoured nature of tobacco and related products. Further, social media platforms permeate national boundaries, crossing into jurisdictions that ban tobacco and related advertising, making it problematic to control these products. Therefore, robust regulatory oversight is necessary to prevent proliferation of these products that threaten to slow down or undermine decades of progress in tobacco control.

The WHO Framework Convention on Tobacco Control (WHO FCTC) is the first international treaty negotiated under the auspices of WHO (214). It entered into force in 2005, and has since become one of the most rapidly and widely embraced treaties in the history of the United Nations. It is an evidence-based treaty with a set of comprehensive demand and supply tobacco control measures, developed in response to the globalization of the tobacco epidemic.

Article 5.2 specifies for Parties to “adopt and implement effective legislative, executive, administrative and/or other measures and cooperate, as appropriate, with other Parties in developing appropriate policies for preventing and reducing tobacco consumption, nicotine addiction and exposure to tobacco smoke”. Article 5.3 requires that “Parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law” (214) and there are guidelines for its implementation (211).

In order to fully implement and enforce the WHO FCTC, Parties should adopt comprehensive regulatory approaches which cover all tobacco, nicotine and related products, including nicotine pouches, and closing regulatory loopholes. The strong youth appeal of nicotine pouches, their high addiction potential and increasing popularity underscore the urgency of decisive and immediate action, especially by regulators. Regulation of nicotine pouches should ensure these products do not become a gateway to addiction among non-users, particularly during the vulnerable adolescent years. Because most nicotine addiction begins in adolescence, youth protection should remain a central public health priority. Preventing initiation among children and adolescents is an effective way to reduce nicotine addiction across the population. As tobacco, nicotine and related products carry health risks, including the risk of addiction, regulatory measures should address every product category comprehensively, ensuring very broad definitions to capture all these products. To be effective, regulatory processes should also be futuristic, anticipating industry efforts to bypass or weaken regulation and ensuring robust protection for public health.

REGULATORY LANDSCAPE

Nicotine pouches were introduced after most tobacco control regulatory frameworks had been adopted and are therefore not always covered by tobacco control regulations or other laws (such as for consumer protection, food or pharmaceuticals). They often fall between regulatory “cracks”, which are frequently exploited by the tobacco and nicotine industries, facilitating the rapid growth of the nicotine pouch market (215-217). According to WHO’s review of legislation on nicotine pouches adopted by countries in the six WHO regions as of 31 December 2024, 16 countries ban the sale of nicotine pouches, including 12 that ban their sale, import, manufacture and distribution (156). 32 countries otherwise regulate (other than banning) nicotine pouches, with 5 that impose flavour restrictions and 26 countries that restrict the sale to minors. Although, as of 31 December 2024, no country had implemented plain packaging requirements for nicotine pouches (156), Denmark and Finland have since introduced such regulations (218,219). The next review of national legislation will update these numbers, which is likely to be reported in the 2027 version of the WHO Report on the Global Tobacco Epidemic. The status of nicotine pouch regulation globally has also been analysed by others, including by Tobacco Tactics at the University of Bath, United Kingdom (220).

REGULATORY APPROACHES

The ninth report of the WHO Study Group on Tobacco Product Regulation (WHO Study Group) in 2023 identified the number of countries that had regulations on nicotine pouches, at that time, and addressed the various approaches that had been used in countries (2). These numbers have been subsequently updated in the recent data collection (unpublished) for the WHO Report on the Global Tobacco Epidemic, 2025, as referenced above. Additionally, the Study Group outlined recommendations for regulators to consider in their approach to nicotine pouches, particularly to protect young people and non-users (Box 1) (2).

Box 1. WHO 2023 RECOMMENDATIONS FOR POLICY-MAKERS, PARTICULARLY TO PROTECT YOUNG PEOPLE AND NON-USERS

- Establish or extend surveillance of products and their users, including their demographics; use of other tobacco and related products; brands, type; and flavour used in nicotine pouches to acquire knowledge and assess the prevalence of use and user profiles.
- Inform the general public about the risks for toxicity and addiction associated with the nicotine in these pouches.
- In countries where their sale is not banned:
 - Regulate nicotine pouches to prevent all forms of marketing and take all other action necessary to minimize young people’s access to them, their appeal to young people and initiation of use by young people.
 - Require health warning on packages of nicotine pouches, for example on the effects of nicotine, which could include effects on users, the detrimental effects on fetal development in pregnant women, and the damaging effects on brain development in young people, including on learning.
 - Prohibit health-related claims by manufacturers, including their potential effectiveness as cessation products, unless the products are licensed and approved as such by regulators.
 - Set an upper limit on nicotine to reduce the addictiveness of the products and harm from inadvertent ingestion.
 - Regulate non-therapeutic nicotine products (e.g. snus), in the same manner as products of similar appearance, content and use.
 - Ensure that nicotine pouches are not classified as pharmaceutical products unless they are proven to be nicotine replacement therapies by following stringent pharmaceutical pathways for licensing as nicotine replacement therapies, as prescribed by the appropriate national regulatory authority.
- Protect existing and formulate new policies, as appropriate, to broaden the regulatory requirements to cover the wide range of nicotine and tobacco products appearing on several markets around the world.
- Protect tobacco control activities from all commercial and other vested interests related to nicotine pouches, including the direct and indirect interests of the tobacco industry, and ban all forms of marketing and promotional activities.
- Fully implement Article 5.3 of the WHO FCTC to protect policies against undue influence by the tobacco and related industries. (<https://fctc.who.int/publications/m/item/guidelines-for-implementation-of-article-5.3>).

Source: WHO (2).

In addition to the publication of the report of the WHO Study Group on tobacco product regulation, WHO's report to the Tenth Session of the Conference of the Parties to the WHO FCTC on technical matters related to Articles 9 and 10 of the WHO FCTC (FCTC/COP/10/7), contained a section on nicotine pouches and ongoing issues in product regulation (221), which was partly informed by a supplementary document on flavours (FCTC/COP/10) (222). Since publication of these reports, there have been developments in science and the marketing of nicotine pouches. Therefore, WHO Member States have requested WHO to provide a more recent synthesis of information on nicotine pouches, particularly the marketing, and provide updated authoritative guidance on addressing these products. This report responds to these requests and to the emerging risks of nicotine pouches.

Governments can use a combination of laws to prohibit or regulate nicotine pouches as consumer products. The recommendations below extend the findings of the WHO Study Group on Tobacco Product Regulation, which addressed the science and characteristics of nicotine pouches at the time of the release of the ninth report in 2023 (2). The recommendations below also align with and complement global work in strengthening implementation of the WHO FCTC (the Treaty) and Parties' obligations under the Treaty.

A comprehensive approach to tobacco control. WHO is urging governments to step up tobacco control by fully implementing and enforcing the WHO Framework Convention on Tobacco Control (WHO FCTC) and adopting comprehensive future proof regulations that cover all tobacco, non-therapeutic nicotine and related products, including nicotine pouches, and closing loopholes that could be exploited by the industry through product modifications, design or marketing changes.

Where the commercialization (manufacture, sale, importation and distribution) of nicotine pouches is not **prohibited**, they should be **strictly regulated** to prevent marketing, youth appeal and initiation and to reduce demand. To reduce the appeal of nicotine pouches and their harm to the population, there are a number of regulatory pathways to be considered, which could include a ban, if in line with the country's tobacco control policy goals.

- **Countries that ban commercialization of nicotine pouches as consumer products** should ensure strong implementation of the ban, including monitoring and surveillance measures that support a real time view of uptake and patterns of use and complementary measures such as prohibiting advertising, promotion and sponsorship (including digital marketing) and effective enforcement measures. This

should be done with no interference from the tobacco and nicotine industries and from entities with commercial and other vested interests of the industries.

- Countries that permit commercialization of nicotine pouches as consumer products should ensure strong regulations to reduce their appeal and their harm to the population. Such actions include:
 - applying regulations uniformly to all nicotine pouch products, regardless of the form of nicotine (tobacco-derived and synthetic) and use of other nicotine substitutes, such as nicotine analogues;
 - banning flavours, including flavour analogues and post market flavour additions, such as flavour accessories; and prohibiting use of concept names or other industry practices which can obscure or reintroduce flavours to products
 - noting that the definition of “flavours” should be comprehensive to cover all sensory additives (e.g., taste, aroma, pain, colour, touch, thermal perception), and not be limited to only those that have a distinctive taste or smell
 - banning all forms of advertisement, promotion and sponsorship (including on digital and social media, influencers and “brand ambassadors”); which should apply to both companies and social media platforms, as well as in-person and digital event sponsorship
 - in the absence of a ban, prohibiting nicotine pouch advertisements that undermine smokefree and related laws, including with slogans such as “anywhere and anytime” or depictions of nicotine pouch use where smoking and use of other tobacco and related products is not permitted, such as in restaurants, bars, workplaces or on airplanes;
 - in the absence of a ban, prohibiting the use of models who are and/or appear under-age and use of youth-appealing characters
 - banning unapproved and unsubstantiated claims that a product is “safe”, “safer”, less toxic or reduces harm and misleading descriptors, such as “clean” or “pure”;
 - ensuring that nicotine pouches are not classified as pharmaceutical products, except where, such claims and classifications based on efficacy and safety have been recognized by the responsible, competent national regulatory authority or they have been proven to meet stringent pharmaceutical criteria for licensing as nicotine replacement therapy, as prescribed by the appropriate national regulatory authority;
 - restricting access to young people by enforcing minimum age laws, ensuring robust age verification, and prohibiting online sales and distribution of free samples;
 - requiring prominently displayed health warnings, including about addiction, on packaging and plain packaging;

- prohibiting attractive and/or promotional features on the presentation and packaging of the products, such as colours and, attractive descriptors, to reduce appeal and prevent accidental poisoning;
 - in the absence of a ban, to prohibit, at a minimum, the attributes of nicotine pouches that make them attractive to youth, such as packaging with youth-appealing designs, including those that mimic candy products;
 - establishing a cap on the nicotine content, per gram, per pouch and per tin and regulating ingredients that can enhance the delivery of nicotine to reduce the risk of dependence;
 - taxing all forms of non-therapeutic nicotine products, including nicotine pouches high enough to reduce their affordability and thus deter their use by young people and non-tobacco and non-nicotine users and banning deep discounts that steeply reduce prices;
 - applying tobacco control measures to nicotine pouches, as appropriate, including the supply and demand reduction measures established by the WHO FCTC and the Guidelines for their implementation;
 - monitoring and surveillance to ensure that governments have a real-time view of the uptake of nicotine pouches and the patterns of use (including dual and poly use with cigarettes and other tobacco and related products) to guide regulatory action; and
 - strengthening enforcement to ensure that measures are effective.
- Irrespective of whether countries ban or permit commercialization of nicotine pouches as consumer products, these actions should be taken in conjunction with measures to motivate and assist users of tobacco and related products to quit use by proven methods, including advice from health-care workers, toll-free quit lines, mobile and digital cessation services and approved therapies.

Regulatory processes should be forward looking to anticipate both market developments and the strategies and efforts of tobacco and related industries to by-pass regulation. The industry packages and retails nicotine pouches as appealing consumer products, increasing the risks of uptake, sustaining addiction and thus increasing the overall harm to the population. The aim of this report is to raise awareness among different stakeholders in order to safeguard public health. It is a call to action for:

- **governments:** to assess the risks to the health of their populations presented by nicotine pouches and other tobacco and related products and to take urgent, decisive action to regulate nicotine pouches within comprehensive tobacco control frameworks, to close loopholes and to prioritize public health over commercial interests;

- **civil society organizations:** to hold the industry accountable, advocate for strong control policies, and amplify credible public health messaging;
- **youth and youth organizations:** to recognize and reject industry’s tactics that specifically target the young and to protect their right to health; and
- **the general public:** to critically assess marketing claims, make informed choices and support policies that safeguard public health.

As all tobacco and related products pose a risk to health, regulations should comprehensively address all product categories to protect public health. Urgent, coordinated and sustained action is essential to safeguard current and future generations from nicotine addiction. The report provides the evidence as a basis for policy to prevent initiation, particularly by children, adolescents and young adults, and to advance public health at national, regional and global levels.

References

1. O'Connor R, Schneller LM, Felicione NJ, Talhout R, Goniewicz ML, Ashley DL. Evolution of tobacco products: recent history and future directions. *Tob Control*. 2022;31:175–i82 (<https://doi.org/10.1136/tobaccocontrol-2021-056544>).
2. Report on the scientific basis of tobacco product regulation: ninth report of a WHO study group. Geneva: World Health Organization; 2023:61–86 (<https://iris.who.int/handle/10665/372463>). License: CC BY-NC-SA 3.0 IGO).
3. Pouches & gums. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (https://tobacco.stanford.edu/pouches_gums/).
4. Wilmore J, Gresbach VG, Ramamurthi D, Chau C, Jackler RK. Nicotine toothpicks: another splinter of the oral tobacco market (SRITA Research Paper). Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2021 (<https://tobacco.stanford.edu/NicotineToothpick>).
5. Wayback Machine Internet Archive. San Francisco (CA) (<https://wayback-api.archive.org>).
6. Dewhirst T. Co-optation of harm reduction by Big Tobacco. *Tob Control*. 2021;30:e1–3 (<https://doi.org/10.1136/tobaccocontrol-2020-056059>).
7. Jackler RK. Propaganda crusades by Philip Morris International & Altria: “Smoke-Free Future” & “Moving Beyond Smoke” campaigns (SRITA Research Paper). Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2022 (<https://tobacco-img.stanford.edu/wp-content/uploads/2022/03/02103210/PMI-SFF-White-Paper-3-2-2022F-.pdf>).
8. Jackler RK, Ramamurthi D, Axelrod A, Jung JK, Louis-Ferdinand NG, Reidel JE et al. Global marketing of IQOS the Philip Morris campaign to popularize “Heat Not Burn” tobacco (SRITA Research Paper). Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2020 (https://tobacco-img.stanford.edu/wp-content/uploads/2021/07/21231822/IQOS_Paper_2-21-2020F.pdf).
9. Havermans A, Pennings JL, Hegger I, Elling JM, de Vries H, Pauwels CG et al. Awareness, use and perceptions of cigarillos, heated tobacco products and nicotine pouches: a survey among Dutch adolescents and adults. *Drug Alcohol Depend*. 2021;229:109136 (<https://doi.org/10.1016/j.drugalcdep.2021.109136>).
10. History of snus. Stockholm: Swedish Match; undated (<https://www.swedishmatch.com/Our-business/smokefree/History-of-snuff/>).
11. Rossel S. The potential of pouches. *Tobacco Reporter*, 20 January 2024 (<https://tobaccoreporter.com/2024/01/30/the-potential-of-pouches/#:~:text=In%20the%20U.S.%2C%20retail%20sales,reach%20%2411.03%20billion%20by%20202>).
12. Robichaud MO, Seidenberg AB, Byron MJ. Tobacco companies introduce “tobacco-free” nicotine pouches. *Tob Control*. 2020;29(E1):e145–6 (<https://doi.org/10.1136/tobaccocontrol-2019-055321>).
13. Tobacco-free nicotine pouches (snus): 2020 European market analysis report. Dublin: Research and Markets; 2020 (<https://www.globenewswire.com/news-release/2020/12/01/2137516/0/en/Tobacco-Free-Nicotine-Pouches-Snus-2020-European-Market-Analysis-Report.html>).
14. Modern oral products (tobacco-free pouches infused with nicotine, CBD, stimulants) in the European Region for 2003–2022: Evolution, current status, innovations, future perspectives. Dublin: Research and Markets; 2022 (<https://www.researchandmarkets.com/reports/5696937/modern-oral-products-tobacco-free-pouches>)

15. Snus: EU ban on snus sales. Tobacco Tactics, 9 June 2021 (<https://tobaccotactics.org/article/snus-eu-ban-on-snus-sales/>).
16. Snus and other forms of smokeless tobacco. Bern: Swiss Association for Tobacco Control; undated (<https://www.at-schweiz.ch/en/knowledge/products/snus-and-other-forms-of-smokeless-tobacco>).
17. Global trends in nicotine. December 2021. New York: Foundation for a Smoke-Free World; 2021 (<https://globalactiontoendsmoking.org/wp-content/uploads/2021/12/Global%20Trends%20in%20Nicotine%20Report%20December%202021.pdf>).
18. Tobacco free oral nicotine. Passport. London: Euromonitor International; undated (<https://www.euromonitor.com/tobacco-free-oral-nicotine>).
19. World Market for Tobacco July 2022. London: Euromonitor International; 2022 (<https://www.euromonitor.com/world-market-for-tobacco/report>).
20. 2023 fourth-quarter and full-year results. February 8, 2024. Upper Darby (PA): Philip Morris International; 2024 (<https://philipmorrisinternational.gcs-web.com/static-files/c55082d8-45a3-4246-bf9f-06eb4bbef1be>).
21. Nicotine pouches market size to hit a worth \$8.17Bn globally by 2030 – exclusive report by The Insight Partners. The Insight Partners, 10 November 2023. Los Angeles (CA): GlobeNewswire; 2023 ([https://finance.yahoo.com/news/nicotine-pouches-market-size-hit-141200042.html#:~:text=10%2C%202023%20\(GLOBE%20NEWSWIRE\),to%20%248.17%20billion%20by%202030%3B](https://finance.yahoo.com/news/nicotine-pouches-market-size-hit-141200042.html#:~:text=10%2C%202023%20(GLOBE%20NEWSWIRE),to%20%248.17%20billion%20by%202030%3B)).
22. Combined annual and sustainability report. Building a smokeless world. Annual report and form 20-F 2023. London: British American Tobacco, plc; 2023 (https://www.bat.com/content/dam/batcom/global/main-nav/investors-and-reporting/reporting/combined-annual-and-esg-report/BAT_Annual_Report_Form_20-F_2023.pdf).
23. Nicotine pouches market size, share & trend analysis report by product (tobacco-derived, synthetic), by flavor (original/unflavored, flavored), by strength, by price range, by region, and segment forecasts, 2023–2030. San Francisco (CA): Grand View Research; 2023 (<https://www.grandviewresearch.com/industry-analysis/nicotine-pouches-market-report>).
24. 2017 annual report (online). Stockholm: Swedish Match; 2017 (https://www.swedishmatch.com/globalassets/reports/annual-reports/2017_swedishmatchannualreport_en.pdf).
25. Swedish Match results presentation Q1 2020 (online). Stockholm: Swedish Match; 2020 (https://www.swedishmatch.com/globalassets/documents/presentations/2020_q1_interimpresentation_swedishmatch_en.pdf).
26. Bushnell C. Philip Morris International Inc. 2023 First-Quarter Conference Call. April 20, 2023 (online). Stamford (CT): Philip Morris International Inc. (<https://philipmorrisinternational.gcs-web.com/static-files/93b5aa62-d400-4cdc-9a81-a1da9414be6f>).
27. Philip Morris International reports first-quarter 2024 results and updates full year guidance. London: Philip Morris International; 2024 (<https://www.pmi.com/investor-relations/press-releases-and-events/press-releases-overview/press-release-details/?newsId=27556>).
28. Rossel S. Nicotine pouches at a crossroads. Tobacco Asia. 15 July 2025 (<https://www.tobaccoasia.com/features/nicotine-pouches-at-a-crossroads>).
29. Combined annual and sustainability report 2025. London: British American Tobacco, plc; 2025 (https://www.bat.com/content/dam/batcom/global/main-nav/investors-and-reporting/reporting/combined-annual-and-sustainability-report/BAT_Annual_Report_2025.pdf).
30. Philip Morris International reports 2025 fourth-quarter & full-year results. Press Release. 6 February 2026. (<https://www.pmi.com/investor-relations/press-releases-and-events/press-releases-overview/press-release-details/?newsId=29566>).
31. Altria reports 2025 fourth-quarter and full-year results; provides 2026 earnings guidance. Press release. (<https://investor.altria.com/press-releases/news-details/2026/Altria-Reports-2025-Fourth-Quarter-and-Full-Year-Results-Provides-2026-Earnings-Guidance/default.aspx>).
32. Nicotine Pouches Market (2026–2033). San Francisco (CA): Grand View Research; 2026 (<https://www.grandviewresearch.com/industry-analysis/nicotine-pouches-market-report>).

33. Europe modern oral nicotine products market size & outlook. San Francisco (CA): Grand View Research; 2025 (<https://www.grandviewresearch.com/horizon/outlook/modern-oral-nicotine-products-market/europe>).
34. United Kingdom nicotine pouches. Tobacco insider. 20 March 2026. (<https://tobaccoinsider.com/uk-nicotine-pouches/>).
35. Hrywna M, Wackowski OA, Robichaud MO, Talbot EM, Barnwell PV, Delnevo CD. Oral tobacco and nicotine marketplace trends since the Tobacco Control Act. *JAMA Netw Open*. 2025;8(10):e2540747 (<https://doi.org/10.1001/jamanetworkopen.2025.40747>).
36. Philip Morris International 2025 annual report. 9 March 2026 . London: Philip Morris International; 2026 (https://www.pmi.com/content/dam/pmicom/global/docs/investor_relation/pmi-2025-annual-report.pdf).
37. Velo Plus: USA. Tobacco Insider. 18 March 2025 (<https://tobaccoinsider.com/velo-plus-usa/>)
38. BAT: FY25 results. Tobacco Insider. 12 February 2026 (<https://tobaccoinsider.com/bat-fy25-results/#:~:text=%E2%80%93%20Combustibles%20revenue%20up%20+1.4%25,FY25%20exit%20share%20to%2025.8%25>).
39. World Health Organization. The Global Health Observatory; 2026. (<https://www.who.int/data/gho/data/indicators/indicator-details/GHO/monitor--m2-population-based-national-surveys--smokeless-or-e-cigarettes>).
40. Nicotine pouches TEEN+ Study. Monitoring tobacco product use among youth and young adults in the United States (data collected February – June 2025). Data brief: Issue 2. Atlanta (GA): CDC Foundation; 2025 (<https://tobacomonitoring.org/wp-content/uploads/2025/09/Tobacco-Epidemic-Evaluation-Network-Data-Brief-Issue-2.pdf>).
41. Park-Lee E, Jamal A, Cowan H, Sawdey MD, Cooper MR, Birdsey J et al. Notes from the field: E-cigarette and nicotine pouch use among middle and high school students – United States, 2024. *Morb Mortal Wkly Rep*. 2024;73(35):774–778 (<https://doi.org/10.15585/mmwr.mm7335a3>).
42. Han DH, Cho J, Harlow AF, Tackett AP, Vogel EA, Wong M et al. Young adults' beliefs about modern oral nicotine products: implications for uptake in nonvapers, dual use with e-cigarettes, and use to reduce/quit vaping. *Exp Clin Psychopharmacol*. 2023;31(2):455–463 (<https://doi.org/10.1037/pha0000595>).
43. Couch ET, Halpern-Felsher B, Werts M, Chaffee BW. Use of emerging and conventional oral tobacco among adolescent and young adult e-cigarette users. *Subst Use Misuse*. 2023;58(2):283–288 (<https://doi.org/10.1080/10826084.2022.2161314>).
44. Leventhal AM, Cho J, Vogel EA, Tackett AP, Harlow AF, Wong M et al. Differences in intention to use flavored oral nicotine products among young adult e-cigarette users and non-users. *Prev Med Rep*. 2022;30:102027 (<https://doi.org/10.1016/j.pmedr.2022.102027>).
45. Harlow AF, Vogel EA, Tackett AP, Cho J, Han DH, Wong M et al. Adolescent use of flavored non-tobacco oral nicotine products. *Pediatrics*. 2022;150(3):e2022056586 (<https://doi.org/10.1542/peds.2022-056586>).
46. Patel M, Kierstead EC, Kreslake J, Schillo BA. Patterns of oral nicotine pouch use among US adolescents and young adults. *Prev Med Rep*. 2023;34:102239 (<https://doi.org/10.1016/j.pmedr.2023.102239>).
47. Tattan-Birch H, Jackson S, Shahab L, Buss V, Sun T, Read D et al. Oral nicotine pouch use in Great Britain: a repeat cross-sectional study, 2020–25. *Lancet Public Health*, 2025; 11:e26–e34 ([https://doi.org/10.1016/S2468-2667\(25\)00296-8](https://doi.org/10.1016/S2468-2667(25)00296-8)).
48. What are the different nicotine pouch sizes? Brive-la-Gaillarde: NicoPouches; undated (<https://nicopouches.fr/en/109-nicotine-pouches>).
49. ZYN Pearls nicotine absorption. London: ZYN; undated (<https://uk.zyn.com/test/pearls-landing-page-test.list>).
50. McEwan M, Azzopardi D, Gale N, Camacho OM, Hardie G, Fearon IM et al. A randomised study to investigate the nicotine pharmacokinetics of oral nicotine pouches and a combustible cigarette. *Eur J Drug Metab Pharmacokinet*. 2022;47(2):211–221 (<https://doi.org/10.1007/s13318-021-00742-9>).
51. Azzopardi D, Liu C, Murphy J. Chemical characterization of tobacco-free “modern” oral nicotine pouches and their position on the toxicant and risk continuums. *Drug Chem Toxicol*. 2022;45(5):2246–5224 (<https://doi.org/10.1080/01480545.2021.1925691>).

52. Liu J, Wang J, Vansickel A, Edmiston J, Graff D, Sarkar M. Characterization of the abuse potential in adult smokers of a novel oral tobacco product relative to combustible cigarettes and nicotine Polacrilex gum. *Clin Pharmacol Drug Dev.* 2021;10(3):241–250 (<https://doi.org/10.1002/cpdd.909>).
53. Liu J, Rensch J, Wang J, Jin X, Vansickel A, Edmiston J, Sarkar M. Nicotine pharmacokinetics and subjective responses after using nicotine pouches with different nicotine levels compared to combustible cigarettes and moist smokeless tobacco in adult tobacco users. *Psychopharmacology (Berl).* 2022;239(9):2863–2873 (<https://doi.org/10.1007/s00213-022-06172-y>).
54. Rensch J, Liu J, Wang J, Vansickel A, Edmiston J, Sarkar M. Nicotine pharmacokinetics and subjective response among adult smokers using different flavors of on!® nicotine pouches compared to combustible cigarettes. *Psychopharmacology (Berl).* 2021;238(11):3325–3334 (<https://doi.org/10.1007/s00213-021-05948-y>).
55. Chapman F, McDermott S, Rudd K, Taverner V, Stevenson M, Chaudhary N et al. A randomised, open-label, cross-over clinical study to evaluate the pharmacokinetic, pharmacodynamic and safety and tolerability profiles of tobacco-free oral nicotine pouches relative to cigarettes. *Psychopharmacology (Berl).* 2022;239(9):2931–2943 (<https://doi.org/10.1007/s00213-022-06178-6>).
56. Azzopardi D, Ebajemito J, McEwan M, Camacho OM, Thissen J, Hardie G et al. A randomised study to assess the nicotine pharmacokinetics of an oral nicotine pouch and two nicotine replacement therapy products. *Sci Rep.* 2022;12(1):6949 (<https://doi.org/10.1038/s41598-022-10544-x>).
57. Lunell E, Fagerström K, Hughes J, Pendrill R. Pharmacokinetic comparison of a novel non-tobacco-based nicotine pouch (ZYN) with conventional, tobacco-based Swedish snus and American moist snuff. *Nicotine Tob Res.* 2020;22(10):175–163 (<https://doi.org/10.1093/ntr/ntaa068>).
58. Li L, Zhang H, Wen J, Shen Y, Li D, Luo C et al. Direct determination of free nicotine content in tobacco. *ACS Omega.* 2022;7(27):23061–23068 (<https://doi.org/10.1021/acsomega.2c00089>).
59. Stanfill S, Tran H, Tyx R, Fernandez C, Zhu W, Marynak K et al. Characterization of total and unprotonated (free) nicotine content of nicotine pouch products. *Nicotine Tob Res.* 2021;23(9):1590–1596 (<https://doi.org/10.1093/ntr/ntab030>).
60. Aldeek F, McCutcheon N, Smith C, Miller JH, Danielson TL. Dissolution testing of nicotine release from OTDN pouches: product characterization and product-to-product comparison. *Separations.* 2021;8(7) (<https://doi.org/10.3390/separations8010007>).
61. Shaikh SB, Newton C, Tung WC, Sun Y, Li D, Ossip D et al. Classification, perception, and toxicity of emerging flavored oral nicotine pouches. *Int J Environ Res Public Health.* 2023;20(5):4526 (<https://doi.org/10.3390/ijerph20054526>).
62. Back S, Masser AE, Rutqvist LE, Lindholm J. Harmful and potentially harmful constituents (HPHCs) in two novel nicotine pouch products in comparison with regular smokeless tobacco products and pharmaceutical nicotine replacement therapy products (NRTs). *BMC Chem.* 2023;17(1):9 (<https://doi.org/10.1186/s13065-023-00918-1>).
63. Palmer AM, Toll BA, Carpenter MJ, Donny EC, Hatsukami DK, Rojewski AM et al. Reappraising choice in addiction: novel conceptualizations and treatments for tobacco use disorder. *Nicotine Tob Res.* 2022;24(1):3–9 (<https://doi.org/10.1093/ntr/ntab148>).
64. Chen DT. Dual and poly-use of novel and conventional nicotine and tobacco product use in Europe: challenges for population health, regulatory policies, and the ways ahead. *Front Public Health.* 2023;11:1093771 (<https://doi.org/10.3389/fpubh.2023.1093771>).
65. Nicorette. The MyQuit® Program. Skillman (NJ): Kenvue; undated (<https://www.nicorette.com>).
66. Snusme. Description of Pablo nicotine pouches. Lindköping: SETAS Group AB; undated (<https://snusme.com/pablo-nicotine-pouches.html>).
67. Vedøy TF, Lund KE. Nicotine content in Swedish-type snus sold in Norway from 2005 to 2020. *Nicotine Tob Res.* 2022;24(7):1130–1133 (<https://doi.org/10.1093/ntr/ntac006>).
68. Kurwa Collections. Northhampton: Nicopods; undated (<https://kurwapouches.co.uk>).
69. <https://kurwa-snus.com/category/kurwa-snus/> (site no longer active).
70. <https://www.nicopods.cz/en/kurwa-fatality/> (site no longer active).

71. Mallock N, Schulz T, Malke S, Drejack N, Laux P, Luch A. Levels of nicotine and tobacco-specific nitrosamines in oral nicotine pouches. *Tob Control*. 2024;33:193–199 (<https://doi.org/10.1136/tc-2022-057280>).
72. Ciancio JR, Kumar L, Rastogi K, Moran MB, Czaplicki L, Page MK et al. Nicotine analogues in oral pouch products and associated marketing claims. *JAMA Netw Open*. 2026;9(1):e2554883 (<https://doi.org/10.1001/jamanetworkopen.2025.54883>).
73. Morean ME, Bold KW, Kong G, Gueorguieva R, Camenga DR, Simon P et al. Adolescents' awareness of the nicotine strength and e-cigarette status of JUUL e-cigarettes. *Drug Alcohol Depend*. 2019;204:107512 (<https://doi.org/10.1016/j.drugalcdep.2019.05.032>).
74. Understanding nicotine pouches strengths (online). Grebbestad: ECODI AB; 2024 (<https://www.snusdirect.eu/articles/understanding-nicotine-pouches-strengths>).
75. Find your nicotine dosage (online). Brive la Gaillarde: Nicopouch; 2024 (<https://nicopouches.fr/en/module/qlfagerstrom/display>).
76. Revision of the Tobacco Products Directive. 2014, implemented 2016. Brussels: European Commission; 2024 (https://health.ec.europa.eu/tobacco/product-regulation/implementing-tobacco-products-directive-directive-201440eu/revision-tobacco-products-directive_en).
77. Workshop on novel tobacco and nicotine products and their effects on health. Strasbourg: European Parliament; 2022 (<https://www.europarl.europa.eu/committees/en/novel-tobacco-products-and-their-effects/product-details/20221124WKS04721>).
78. What will come from a seminar in the European Parliament on new nicotine products? Pouch Patrol, 5 October 2022 (<https://pouchpatrol.com/eu/what-will-come-from-a-seminar-in-the-european-parliament-on-new-nicotine-products/>).
79. Vardavas CI. European Tobacco Products Directive (TPD): current impact and future steps. *Tob Control*. 2022;31:198–201 (<https://doi.org/10.1136/tobaccocontrol-2021-056548>).
80. Smokeless tobacco labeling and warning statements requirements. Silver Spring (MD): US Food and Drug Administration; 2018 (<https://www.fda.gov/tobacco-products/labeling-and-warning-statements-tobacco-products/smokeless-tobacco-labeling-and-warning-statement-requirements>).
81. Stevenson T, Proctor RN. The secret and soul of Marlboro: Phillip Morris and the origins, spread, and denial of nicotine freebasing. *Am J Public Health*. 2008;98(7):1184–1194 (<https://doi.org/10.2105/AJPH.2007.121657>).
82. Jackler RK, Ramamurthi D. Nicotine arms race: JUUL and the high-nicotine product market. *Tob Control*. 2019;28:623–628 (<https://doi.org/10.1136/tobaccocontrol-2018-054796>).
83. NYHET: VOLT Pearls. A whole lot more. Stockholm: Niqo Co.; 2022 (<https://www.niqo.com/se/articles/volt-pearls-en-ny-unik-och-innovativ-teknologi/>) (site no longer active).
84. Krishnan -Sarin SS, O'Malley S, Green BG, Pierce JB, Jordt SE. The science of flavour in tobacco products. In: WHO Study Group on Tobacco Product Regulation, Seventh report (WHO Technical Report Series No. 1015). Geneva: World Health Organization; 2019:125–142 (<https://iris.who.int/handle/10665/329445>). License: CC BY-NC-SA 3.0 IGO.
85. Sokol NA, Kennedy RD, Connolly GN. The role of cocoa as a cigarette additive: opportunities for product regulation. *Nicotine Tob Res*. 2014;16:984–991 (<https://doi.org/10.1093/ntr/ntu017>).
86. Spence C. Multisensory flavour perception. *Curr Biol*. 2013;23(9):R365–369 (<https://doi.org/10.1016/j.cub.2013.01.028>).
87. Delwiche J. The impact of perceptual interactions on perceived flavor. *Food Quality Preference*. 2004;15(2):137–146 ([https://doi.org/10.1016/S0950-3293\(03\)00041-7](https://doi.org/10.1016/S0950-3293(03)00041-7)).
88. Slack JP. Molecular pharmacology of chemesthesis. In: Zufall F, Munger SD, editors. *Chemosensory transduction*. Cambridge (MA): Academic Press; 2016:375–391 (<https://shop.elsevier.com/books/chemosensory-transduction/zufall/978-0-12-801694-7>).
89. Jackler RK, Glantz SA, Lempert LK. Scientific basis for concluding the newly introduced California “non-menthol” cigarettes have a characterizing flavor (SRITA Research Paper). Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2023 (https://tobacco-img.stanford.edu/wp-content/uploads/2023/03/03091551/CoolingAgentsCharacterizing_3-1-2023F.pdf).

90. Ramamurthi D, Chau C, Berke HY, Tolba AM, Yuan L, Kanchan V et al. Flavour spectrum of the Puff family of disposable e-cigarettes. *Tob Control*. 2023;32(e1):e71–77 (<https://doi.org/10.1136/tobaccocontrol-2021-056780>).
91. Leventhal A, Dai H, Barrington-Trimis J, Sussman S. “Ice” flavoured e-cigarette use among young adults. *Tob Control*. 2023;32(1):114–117 (<https://doi.org/10.1136/tobaccocontrol-2020-056416>).
92. Jackler RK, Ramamurthi D, Axelrod A, Jung JK, Louis-Ferdinand NG, Reidel JE et al. Global marketing of IQOS. The Philip Morris campaign to popularize “heat not burn” tobacco (SRITA Research Paper). Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2020 (https://tobacco-img.stanford.edu/wp-content/uploads/2021/07/21231822/IQOS_Paper_2-21-2020F.pdf).
93. Cho YJ, Thrasher JF. Flavour capsule heat-sticks for heated tobacco products. *Tob Control*. 2019;28(e2):e158–159 (<https://doi.org/10.1136/tobaccocontrol-2018-054472>).
94. Goldenson NI, Leventhal AM, Simpson KA, Barrington-Trimis JL. A review of the use and appeal of flavored electronic cigarettes. *Curr Addict Rep*. 2019;6:98–113 (<https://doi.org/10.1007/s40429-019-00244-4>).
95. Lewis MJ, Wackowski O. Dealing with an innovative industry: a look at flavored cigarettes promoted by mainstream brands. *Am J Public Health*. 2006;96:244–251 (<https://doi.org/10.2105/AJPH.2004.061200>).
96. Kong G, Morean ME, Cavallo DA, Camenga DR, Krishnan-Sarin S. Reasons for electronic cigarette experimentation and discontinuation among adolescents and young adults. *Nicotine Tob Res*. 2015;17:847–854 (<https://doi.org/10.1093/ntr/ntu257>).
97. Gaiha SM, Lin C, Lempert LK, Halpern-Felsher B. Use, marketing, and appeal of oral nicotine products among adolescents, young adults, and adults. *Addict Behav*. 2023;140:107632 (<https://doi.org/10.1016/j.addbeh.2023.107632>).
98. Zare S, Nemati M, Zheng Y. A systematic review of consumer preference for e-cigarette attributes: flavor, nicotine strength, and type. *PloS One*. 2018;13:e0194145 (<https://doi.org/10.1371/journal.pone.0194145>).
99. Gaiha SM, Lempert LK, McKelvey K, Halpern-Felsher B. E-cigarette devices, brands, and flavors attract youth: informing FDA’s policies and priorities to close critical gaps. *Addict Behav*. 2022;126:107179 (<https://doi.org/10.1016/j.addbeh.2021.107179>).
100. Schneller LM, Bansal-Travers M, Goniewicz ML, McIntosh S, Ossip D, O’Connor RJ. Use of flavored e-cigarettes and the type of e-cigarette devices used among adults and youth in the US – Results from wave 3 of the population assessment of tobacco and health study (2015–2016). *Int J Environ Res Public Health*. 2019;16:2991 (<https://doi.org/10.3390/ijerph16162991>).
101. Shaikh SB, Newton C, Tung WC, Sun Y, Li D, Ossip D et al. Classification, perception, and toxicity of emerging flavored oral nicotine pouches. *Int J Environ Res Public Health*. 2023;20(5):4526 (<https://doi.org/10.3390/ijerph20054526>).
102. Hauser SR, Waeiss RA, Deehan GA Jr, Engleman EA, Bell RL, Rodd ZA. Adolescent alcohol and nicotine exposure alters the adult response to alcohol use. *Adv Drug Alcohol Res*. 2023;3:11880 (<https://doi.org/10.3389/adar.2023.11880>).
103. London Pods (online). Birmingham; 2024 (<https://londonpods.co.uk/?srsId=AfmBOooJj6WdXksimhYk8jOfmReDVAZKOD7zzj1M-dd0q5owQVC3guUZ>).
104. Ahmed A. A review of electronic cigarettes and liquid nicotine poisoning exposure cases in the United States. *J Pharm Pharm Sci*. 2022;25:354–368 (<https://doi.org/10.18433/jpps33141>).
105. FDA urges nicotine pouch manufacturers to use child-resistant packaging following increasing reports of accidental exposure. FDA News Release, 2 September 2025 (<https://www.fda.gov/news-events/press-announcements/fda-urges-nicotine-pouch-manufacturers-use-child-resistant-packaging-following-increasing-reports>).
106. VELO presents the Eastern Mix Limited Edition. VELO introduces ethnic range. New York: VELO; 2024 (<https://www.velo.com/pk/en/blog/velo-x-the-eastern-mix%20%e2%80%93%20launching-limited-edition-ethnic-flavours>).
107. Athukorala IA, Tilakaratne WM, Jayasinghe RD. Areca nut chewing: initiation, addiction, and harmful effects emphasizing the barriers and importance of cessation. *J Addict*. 2021:9967097 (<https://doi.org/10.1155/2021/9967097>).

108. Kostygina G, Kreslake JM, Borowiecki M, Kierstead EC, Diaz MC, Emery SL et al. Industry tactics in anticipation of strengthened regulation: BIDI Vapor unveils non-characterising BIDI Stick flavours on digital media platforms. *Tob Control*. 2023;32(1):121–123 (<https://doi.org/10.1136/tobaccocontrol-2021-056502>).
109. Kreslake JM, O'Connor KM, Stephens D, Vallone DM, Hair EC. Perceived sensory characteristics of blended and ambiguous “concept” flavors among adolescent and young adult e-cigarette users. *Nicotine Tob Res*. 2023;25(3):524–532 (<https://doi.org/10.1093/ntr/ntac236>).
110. Jabba SV, Erythropel HC, Woodrow JG, Anastas PT, O'Malley S, Krishnan-Sarin S et al. Synthetic cooling agent in oral nicotine pouch products marketed as “flavor ban approved”. *BioRxiv*. 2023:2023 (<https://doi.org/10.1101/2023.02.23.529797>).
111. Tackett AP, Barrington-Trimis JL, Leventhal AM. “Flavour ban approved”: new marketing strategies from tobacco-free nicotine pouch maker ZYN. *Tob Control*. 2022;32(e1):e134–135 (<https://doi.org/10.1136/tobaccocontrol-2021-057222>).
112. <https://www.instagram.com/p/Cbz00G8tIPc/>. Original link now inactive. Archived copy of the video: <https://stanfordmedicine.box.com/s/re0ynknq1o0ld4wddw18xsd78j25ubp6>.
113. Kyriakos CN, Zatoński MZ, Filippidis FT. Flavour capsule cigarette use and perceptions: a systematic review. *Tob Control*. 2023;32:e83–94 (<https://doi.org/10.1136/tobaccocontrol-2021-056837>).
114. Lucy® Breakers 6-pack. Description of Breakers. Los Angeles (CA): Lucy Goods, Inc; 2024 (https://lucy.co/products/breakers?selling_plan=711622842).
115. Nicotine pouch market. *Tobacco Insider*. 17 September 2025 (<https://tobaccoinsider.com/nicotinepouchmarket/>).
116. BAT unveils new travel retail exclusive Velo range. *DFNI Frontier*. 17 April 2026 (<https://www.dfnionline.com/brand-news/bat-unveils-new-travel-retail-exclusive-velo-range-17-04-2026/>).
117. FDA authorizes marketing of 20 ZYN nicotine pouch products after extensive scientific review. *FDA News Release*. 16 January 2025 (<https://www.fda.gov/news-events/press-announcements/fda-authorizes-marketing-20-zyn-nicotine-pouch-products-after-extensive-scientific-review>).
118. FDA authorizes 6 nicotine pouch products, completing review in record time. *Newsroom*. 19 December 2025 (<https://www.fda.gov/tobacco-products/ctp-newsroom/fda-authorizes-6-nicotine-pouch-products-completing-review-record-time>).
119. Nordic Spirit website March 2026 (<https://nordicspirit.co.uk/discover>).
120. Fresh new look, same great taste for Nordic Spirit. *Press release*. 3 March 2026 (<https://tobaccoreporter.com/2026/03/03/fresh-new-look-same-great-taste-for-nordic-spirit/>).
121. Nordic Spirit. New look same taste (<https://nordicspirit.co.uk/new-look>).
122. Imperial Brands Annual report and accounts 2025. A stronger challenger business. 11 December 2025. (<https://www.imperialbrandsplc.com/investor-hub/annual-report-2025>).
123. Collection: Marlboro Men. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/filter-safety-myths/marlboro-men/>).
124. Collection: Couples in Love. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/targeting-women/couples-in-love/>).
125. Collection: Santa Puffing. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/infants-children/santa-puffing/>).
126. Collection: Gift for Daddy. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/infants-children/gift-for-daddy/>).
127. Category: Women’s Cigarettes. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/womens-cigarettes/>).
128. Category: War & Aviation. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/war-aviation/>).
129. Collection: LGBTQ. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/cultural-icons/lgbtq/>).

130. Category: Light, Super & Ultra Light. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/light-super-ultra-light/>).
131. Collection: Best For You. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/for-your-health/best-for-you/>).
132. Collection: Natural. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/fresh-pure-natural-toasted/natural/>).
133. Category: Filter Safety Myths. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/filter-safety-myths/>).
134. Collection: Flavored Tobacco. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/targeting-teens/flavored-tobacco/>).
135. Category: Menthol Medicates. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/menthol-medicates/>).
136. Collection: Booze & Bars. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/cultural-icons/booze-bars/>).
137. Collection: Get a Lift. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/psychological-exploits/get-a-lift/>).
138. Collection: Calms your Nerves. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/psychological-exploits/calms-your-nerves/>).
139. Czaplicki L, Patel M, Rahman B, Yoon S, Schillo B, Rose SW. Oral nicotine marketing claims in direct-mail advertising. *Tob Control*. 2022;31(5):663–666 (<https://doi.org/10.1136/tobaccocontrol-2020-056446>).
140. Ling PM, Hrywna M, Talbot EM, Lewis MJ. Tobacco-derived nicotine pouch brands and marketing messages on Internet and traditional media: content analysis. *JMIR Form Res*. 2023;7(1):e39146 (<https://doi.org/10.2196/39146>).
141. Duan Z, Henriksen L, Vallone D, Rath JM. Nicotine pouch marketing strategies in the USA: an analysis of ZYN, On! and Velo. *Tob Control*. 2024;33(2):154–163 (<https://doi.org/10.1136/tc-2022-057360>).
142. Beginner’s guide how to use nicotine pouches. Stockholm: Nordic Spirit; 2020 (<https://nordicspirit.co.uk/blog/how-to-use-nicotine-pouches>).
143. <https://www.instagram.com/p/CMelPTdhqVY/> (original link deleted).
144. Anya Gerladine Instagram site. 1 April 2021 (<https://www.instagram.com/p/CNHc-ayhDg4/>).
145. LGBT History Month: Why are smoking rates higher in LGBT communities? Washington DC: Truth Initiative; 2016 (<https://truthinitiative.org/research-resources/targeted-communities/lgbt-history-month-why-are-smoking-rates-higher-lgbt#>).
146. Palanti and other tech companies are stocking offices with nicotine products to increase worker productivity. *Fortune*. 4 March 2026 (<https://fortune.com/2026/03/04/palantir-tech-companies-offices-vending-machines-tobacco-worker-productivity/>).
147. What’s next in convenience and fuel retailing. *Convenience Store News* (<https://issuu.com/ensembleiq/docs/csn-1021r>).
148. Level up with nicotine pouches from Buff 1UP. Sundsvall: Buff1Up; 2026 (<https://www.buff1up.com>).
149. Emery SL, Binns S, Carter CC, Rose SW, Kostygina G. Characterising advertising strategies and expenditures for conventional and newer smokeless tobacco products. *Tob Control*. 2023;32(6):795–798 (<https://doi.org/10.1136/tobaccocontrol-2022-057282>).
150. Talbot EM, Giovenco DP, Grana R, Hrywna M, Ganz O. Cross-promotion of nicotine pouches by leading cigarette brands. *Tob Control*. 2023;32(4):528–529 (<https://doi.org/10.1136/tobaccocontrol-2021-056899>).
151. Collection: Sponsorships. Palo Alto (CA): Stanford University, Stanford Research into the Impact of Tobacco Advertising; 2024 (<https://tobacco.stanford.edu/cigarettes/smoking-in-sports/sponsorships/>).
152. Jackler RK, Ramamurthi D, Willett J, Chau C, Muoneke MN, Zeng A et al. Advertising created & continues to drive the menthol tobacco market: methods used by the industry to target youth, women, & Black Americans (SRITA Research Paper). Palo Alto (CA): Stanford University, Stanford Research into the

- Impact of Tobacco Advertising; 2022 (<https://stanfordmedicine.app.box.com/s/0dydu6qzbsumpdw oarbkbzi7q62no98b>).
153. <https://www.interdirectnetwork.com/portfolio-items/velo-customer-acquisition-campaign/> (Original link no longer active. Document can be accessed at: <https://stanfordmedicine.box.com/s/wizqtoc7docwd8hyn351abja42s62tls>).
 154. O'Brien EK, Hoffman L, Navarro MA, Ganz O. Social media use by leading US e-cigarette, cigarette, smokeless tobacco, cigar and hookah brands. *Tob Control*. 2020;29(e1):e87–97 (<https://doi.org/10.1136/tobaccocontrol-2019-055406>).
 155. Vogels EA, Gelles-Watnick R. Teens and social media: key findings from Pew Research Center surveys. Washington DC: Pew Research Center; 2023 (<https://www.pewresearch.org/short-reads/2023/04/24/teens-and-social-media-key-findings-from-pew-research-center-surveys/>).
 156. WHO report on the global tobacco epidemic, 2025: warning about the dangers of tobacco. Geneva: World Health Organization; 2025. (<https://iris.who.int/handle/10665/381685>).
 157. Chu SC, Kim J. The current state of knowledge on electronic word-of-mouth in advertising research. *Int J Advertising*. 2018;37(1):1–13 (<https://doi.org/10.1080/02650487.2017.1407061>).
 158. Akpınar E, Berger J. Valuable virality. *J Market Res*. 2017;54(2):318–330 (<https://doi.org/10.1509/jmr.13.0350>).
 159. De Veirman M, Hudders L, Nelson MR. What is influencer marketing and how does it target children? A review and direction for future research. *Front Psychol*. 2019;10:2685 (<https://doi.org/10.3389/fpsyg.2019.02685>).
 160. Vassey J, Valente T, Barker J, Stanton C, Li D, Laestadius L et al. E-cigarette brands and social media influencers on Instagram: a social network analysis. *Tob Control*. 2023;32(e2):e184–191 (<https://doi.org/10.1136/tobaccocontrol-2021-057053>).
 161. Silver NA, Bertrand A, Kucherlapaty P, Schillo BA. Examining influencer compliance with advertising regulations in branded vaping content on Instagram. *Front Public Health*. 2023;10:1001115 (<https://doi.org/10.3389/fpubh.2022.1001115>).
 162. Smith MJ, Buckton C, Patterson C, Hilton S. User-generated content and influencer marketing involving e-cigarettes on social media: a scoping review and content analysis of YouTube and Instagram. *BMC Public Health*. 2023;23(1):530 (<https://doi.org/10.1186/s12889-023-15389-1>).
 163. Pflücke F. The case for increased responsibility and liability of brands in social media influencer marketing. *J Eur Consumer Market Law*. 2024 (in press) (<http://dx.doi.org/10.2139/ssrn.4723099>).
 164. Kong G, Laestadius L, Vassey J, Majmundar A, Stroup AM, Meissner HI et al. Tobacco promotion restriction policies on social media. *Tob Control*. 2024;33(3):398–403 (<https://doi.org/10.1136/tc-2022-057348>).
 165. Vassey J, Unger JB. Should tobacco-related marketing on social media have stronger restrictions? Commentary. *Subst Use Misuse*. 2023;58(12):1615–1619 (<https://doi.org/10.1080/10826084.2023.223287>).
 166. Chapman M. New products, old tricks? Concerns Big Tobacco is targeting youngsters. London: The Bureau of Investigative Journalism; 21 February 2021 (<https://www.thebureauinvestigates.com/stories/2021-02-21/new-products-old-tricks-concerns-big-tobacco-is-targeting-youngsters>).
 167. Davies R, Quach G. Firms under fire for using United Kingdom influencers to push nicotine products. *The Guardian*, 8 November 2021 (<https://www.theguardian.com/business/2021/nov/08/firms-under-fire-for-using-uk-influencers-to-push-nicotine-products>).
 168. Davies R, Chapman M. Tobacco giant bets £1bn on influencers to boost “more lung-friendly” sales. *The Guardian*, 20 February 2021 (<https://www.theguardian.com/business/2021/feb/20/tobacco-giant-bets-1bn-on-social-media-influencers-to-boost-lung-friendlier-sales>).
 169. Nicotine pouch marketing examples. Washington DC: Campaign for Tobacco-Free Kids; 2021 (<https://www.tobaccofreekids.org/media/2021/nicotine-pouch-marketing-examples>).
 170. American Academy of Pediatrics, American Cancer Society, Cancer Action Network, American Heart Association, American Lung Association, Campaign for Tobacco-Free Kids, Truth Initiative. Letter to Mr Mitch Zeller, US Food and Drug Administration. Washington DC: Tobacco-Free Kids; 2021 ([https://www.tobaccofreekids.org/media/2021/letter-to-mitch-zeller](https://www.tobaccofreekids.org/media/2021/letter-to-mr-mitch-zeller)).

- www.tobaccofreekids.org/assets/content/what_we_do/federal_issues/fda/2021_11_29_Letter-to-FDA-re-world-marketing-of-pouch-products.pdf).
171. VELO gifts fans with an early Christmas present of an exclusive live stream performance from Dimitri Vegas & Like Mike. PR Newswire®, 2 December 2020 (<https://www.prnewswire.com/news-releases/velo-gifts-fans-with-an-early-christmas-present-of-an-exclusive-live-stream-performance-from-dimitri-vegas--like-mike-301182350.html>).
 172. Meet our VELO ambassadors. VELO Instagram site; 2021 (<https://www.instagram.com/p/CT4oBoPgFn1/>) (site no longer active).
 173. Karagur Z, Becker JM, Klein K, Edeling A. How, why, and when disclosure type matters for influencer marketing. *Int J Res Market.* 2022;39:313–335 (<https://doi.org/10.1016/j.ijresmar.2021.09.006>).
 174. De Veirman M, Hudders L. Disclosing sponsored Instagram posts: the role of material connection with the brand and message-sidedness when disclosing covert advertising. *Int J Advertising.* 2020;39(1):94–130 (<https://doi.org/10.1080/02650487.2019.1575108>).
 175. Instagram policy: Deconstructing disclosures: Do creators need to say when they're getting paid? Menlo Park (CA): Instagram; 2020 (https://www.facebook.com/business/news/instagram/deconstructing-disclosures-do-creators-need-to-say-when-theyre-getting-paid?locale=it_IT).
 176. Paid partnerships policy. Austin (TX): X; 2024 (<https://help.x.com/en/rules-and-policies/x-rules-and-best-practices>).
 177. Disclosure 101 for social media influencers. Washington DC: Federal Trade Commission; 2019 (https://www.ftc.gov/system/files/documents/plain-language/1001a-influencer-guide-508_1.pdf).
 178. Influencers: obligations and responsibilities in Europe. Brussels: European Commission; 2022 (<https://www.europe-consommateurs.eu/en/shopping-internet/influencers.html>).
 179. "Beer pong" competition event; 2026 (<https://www.facebook.com/photo/?fbid=509036177894424&set=pb.100063641375251.-2207520000>).
 180. Formula 1 announces TV, race attendance and digital audience figures for 2021. London: F1®; 2022 (<https://www.formula1.com/en/latest/article.formula-1-announces-tv-race-attendance-and-digital-audience-figures-for-2021.1YDpVJIOHGnuok907sWcKW.html>).
 181. Southwell H. Formula 1 reaches 1.5 billion TV viewers in 2021. *The Drive*, 7 February 2021 (<https://www.thedrive.com/accelerator/44333/formula-1-reached-1-5-billion-tv-viewers-in-2021>).
 182. Dewhirst T, Hunter A. Tobacco sponsorship of Formula One and CART auto racing: tobacco brand exposure and enhanced symbolic imagery through co-sponsors" third party advertising. *Tob Control.* 2002;11(2):146–150 (<https://doi.org/10.1136/tc.11.2.146>).
 183. Formula One viewership: 2022 season sets US record, viewership up 34% among women. *The Athletic*, 22 November 2022 (<https://theathletic.com/3924843/2022/11/23/formula-1-viewership-2022/>).
 184. Open letters to Formula 1, Walt Disney Company, LEGO Group, Mattel. 4 March 2026. (https://assets.tobaccofreekids.org/content/press_office/2026/2026_03_04_Letters-to-Formula-1_Disney_LEGO_Mattel.pdf).
 185. Questions and answers on tobacco advertising. Brussels: European Commission; 2005 (https://ec.europa.eu/commission/presscorner/detail/en/MEMO_05_274).
 186. Motorsport sponsorship. Bath: Tobacco Tactics; 2023 (<https://tobaccotactics.org/wiki/motorsport-sponsorship/#>).
 187. Driving addiction: F1, Netflix and cigarette company advertising. SP STOP; 2024 (<https://exposetobacco.org/wp-content/uploads/F1-Netflix-Driving-Addiction.pdf>).
 188. Philip Morris International expands its partnership with Scuderia Ferrari HP, launching a bold new chapter in their long-standing relationship. 3 December 2025 (<https://www.businesswire.com/news/home/20251203479419/en/Philip-Morris-International-Expands-its-Partnership-with-Scuderia-Ferrari-HP-Launching-a-Bold-New-Chapter-in-Their-Long-Standing-Relationship>).
 189. McLaren tweaks livery to promote British American Tobacco at final race of 2025. Woking: McLaren Racing; 3 December 2025 (<https://www.racefans.net/2025/12/03/mclaren-tweaks-livery-to-promote-british-american-tobacco-at-final-race-of-2025/>).

190. Our global partners McLaren unveil new F1 car. London: British American Tobacco; 2019 (https://www.bat.com/media/news-and-stories/_2019/february/our-global-partners-mclaren-unveil-new-f1-car).
191. Beer M. McLaren defends BAT sponsorship deal. New York: Motorsport; 2019 (<https://us.motorsport.com/f1/news/mclaren-defends-bat-sponsorship-deal/4337730/>).
192. British American Tobacco announces enhanced partnership with McLaren racing. Woking: McLaren Racing; 2019 (<https://www.mclaren.com/racing/partners/british-american-tobacco/british-american-tobacco-announces-enhanced-partnership-mclaren-racing>).
193. Ren G. Formula 1 still benefiting from tobacco sponsorships, despite public promise to cut ties with the industry. Health Policy Watch, 21 July 2020 (<https://healthpolicy-watch.news/formula-1-still-benefiting-from-tobacco-sponsorships-despite-public-promise-to-cut-ties-with-the-industry/>).
194. Formula 1 announces audience and fan attendance figures for 2021. Formula 1 Corporate. February 17, 2022. (<https://corp.formula1.com/formula-1-announces-audience-and-fan-attendance-figures-for-2021/>)
195. Formula 1 announces TV, race attendance and digital audience figures for 2021. F1, 17 February 2022 (<https://www.formula1.com/en/latest/article/formula-1-announces-tv-race-attendance-and-digital-audience-figures-for-2021.1YDpVJIOHGnuok907sWcKW>).
196. Chamberlain P. Will a new FIA president help Formula 1 quit tobacco. Tobacco Control Blog. 16 December 2021 (<https://blogs.bmj.com/tc/2021/12/16/will-a-new-fia-president-help-formula-one-quit-tobacco/>).
197. Total Fandemonium: VELO shares the love for McLaren Formula 1 team fans on- and off- the track. VELO 2 September 2022. Dublin: PR Newswire@ (<https://www.prnewswire.com/in/news-releases/total-fandemonium-velo-shares-the-love-for-mclaren-formula-1-team-fans-on-and-off-the-track-892509008.html>).
198. VELO Global. VELO eseries playlist (<https://www.youtube.com/@VELOGLOBAL>).
199. VELO eseries – an esports series like no other. Woking: McLaren Racing; 2021 (<https://www.mclaren.com/racing/partners/british-american-tobacco/velo-eseries-like-no-other-ep-1/>).
200. Richardson S. McLaren and VELO eseries. Woking: McLaren Racing; undated (<http://samrichardson.design/work/eseries.html>).
201. Barker AB, Opazo Breton M, Murray RL, Grant-Braham B, Britton J. Exposure to “smokescreen” marketing during the 2018 Formula 1 Championship. Tob Control. 2019;28:e154–155 (<https://doi.org/10.1136/tobaccocontrol-2019-055025>).
202. Tomorrowland: “The largest festival in the world with 600,000 tickets. Weelde: EventPlanner; 2021 (https://www.eventplanner.net/news/10532_tomorrowland-the-largest-festival-in-the-world-with-600000-tickets.html).
203. No more cigarette sales at Tomorrowland but “alternatives from British American Tobacco”. The Brussels Times, 7 May 2021 (<https://www.brusselstimes.com/168370/no-more-cigarette-sales-at-tomorrowland-festival-but-alternatives-from-british-american-tobacco-electronic-cigatettes-vapes-tobacco-dreamville-boom-flanders>).
204. VELO Sound Station Youtube Channel (<https://www.youtube.com/channel/UCj2pTe8EOj0zS-iNXkc-fKA>).
205. VELO Sound Station Season Promo video. Youtube (<https://www.youtube.com/watch?v=c3YEaH56Lf4>).
206. Moore H. VELO to sponsor the 2021 World Series of Poker. Gaming America, 29 September 2021 (<https://gamingamerica.com/news/2795/velo-to-sponsor-the-2021-world-series-of-poker>).
207. VELO announces sponsorship with the 2021 World Series of Poker. Newton (MA): Casino City Business Network; 2021 (<https://www.casinovendors.com/article/velo-announces-sponsorship-with-the-2021-world-series-of-poker-241409/>).
208. ZYN rewards. Welcome to ZYN rewards (<https://us.zyn.com/ZYNRewards/>).
209. Information sheet. Understanding the design features of tobacco, nicotine and related products and their possible effects. Geneva: World Health Organization; 2025 (<https://www.who.int/publications/m/item/information-sheet-understanding-the-design-features-of-tobacco--nicotine-and-related-products-and-their-possible-effects>).

210. Information sheet. Manipulation and marketing strategies used by tobacco and nicotine industries to promote their products. Geneva: World Health Organization; 2025 (<https://www.who.int/publications/m/item/information-sheet--manipulation-and-marketing-strategies-used-by-tobacco-and-nicotine-industries-to-promote-their-products>).
211. WHO Framework Convention on Tobacco Control: Guidelines for implementation. Geneva: World Health Organization; 2013 (<https://iris.who.int/handle/10665/75221>).
212. Nicotine pouches. Tobacco Tactics, 13 November 2024 (<https://www.tobaccotactics.org/article/nicotine-pouches/>).
213. Vagg R, Chapman S. Nicotine analogues: a review of tobacco industry research interests. *Addiction*. 2005;100:701–712 (<https://doi.org/10.1111/j.1360-0443.2005.01014.x>).
214. World Health Assembly, 56. WHO Framework Convention on Tobacco Control. Geneva: World Health Organization; 2003 (<https://apps.who.int/iris/handle/10665/78302>).
215. Duren M, Atella L, Welding K, Kennedy RD. Nicotine pouches: a summary of regulatory approaches across 67 countries. *Tob Control*. 2023;tc-2022-057734 (<https://doi.org/10.1136/tc-2022-057734>).
216. Nicotine pouches regulation monitoring. Baltimore (MD): Institute for Global Tobacco Control; 2023 (<https://www.globaltobaccocontrol.org/en/policy-scan/nicotine-pouches>).
217. Ling PM, Kim M, Egbe CO, Patanavanich R, Pinho M, Hendlin Y. Moving targets: how the rapidly changing tobacco and nicotine landscape creates advertising and promotion policy challenges. *Tob Control*. 2022;31(2):222–228 (<https://doi.org/10.1136/tobaccocontrol-2021-056552>).
218. Denmark: oral tobacco and nicotine pouch regulation, September 2025. *Tobacco Intelligence*, 23 September 2025 (<https://tobaccointelligence.com/denmark-oral-tobacco-and-nicotine-pouch-regulation-september-2025/>).
219. Finland: Tobacco industry interference index 2025. 11 November 2025 (<https://globaltobaccoindex.org/country/FI>).
220. Regulation of nicotine pouches. Bath: Tobacco Tactics; 2024 (<https://tobaccotactics.org/article/nicotine-pouches/#>).
221. Progress report on technical matters related to Articles 9 and 10 of the WHO FCTC (Regulation of contents and disclosure of tobacco products, including waterpipe, smokeless tobacco and heated tobacco products): report by the World Health Organization. 14 July 2023 (<https://iris.who.int/handle/10665/377483>).
222. Flavours in nicotine pouches (FCTC/COP/10). 19 May 2023. (<https://fctc.who.int/resources/publications/i/item/fctc-cop-10-flavours-in-nicotine-pouches>).

Annex.

Links to the collection of online advertisements of the Stanford Research into the Impact of Tobacco Advertising

Major brand nicotine pouch advertisements (3519 advertisements)

(https://tobacco.stanford.edu/pouches_gums/pouches-major/)

ZYN	https://tobacco.stanford.edu/pouches_gums/pouches-major/zyn/ (1084)
VELO	https://tobacco.stanford.edu/pouches_gums/pouches-major/velo/ (1424)
Rogue	https://tobacco.stanford.edu/pouches_gums/pouches-major/rogue/ (247)
On!	https://tobacco.stanford.edu/pouches_gums/pouches-major/on/ (229)
Nordic Spirit	https://tobacco.stanford.edu/pouches_gums/pouches-major/nordic/ (458)
Zone X	https://tobacco.stanford.edu/pouches_gums/pouches-major/zonex/ (77)

Major brand nicotine pouch videos (635 Reels)

VELO	https://stanfordmedicine.box.com/s/s41hgbhj0e4krsjar62r2vmuku9vxnwx (76)
on!	https://stanfordmedicine.box.com/s/1d3tg76uby7k9s2xxoqdlfw9k86qt1x8 (30)
ZYN Facebook videos	https://stanfordmedicine.box.com/s/yg67iphwsfzyk63p0u5mqt02g7crpuac (423)
ZYN Instagram videos	https://stanfordmedicine.box.com/s/0igcaq9sxd1it61yjrppshlju6gadh2 (106)

Minor brand nicotine pouch advertisements (819 advertisements)

(https://tobacco.stanford.edu/pouches_gums/pouches-independent/)

niin	https://tobacco.stanford.edu/pouches_gums/pouches-independent/niin/ (105)
FR3SH	https://tobacco.stanford.edu/pouches_gums/pouches-independent/fr3sh/ (46)
LUCY	https://tobacco.stanford.edu/pouches_gums/pouches-independent/lucy-pouches-independent/ (50)
77	https://tobacco.stanford.edu/pouches_gums/pouches-independent/77/ (325)
ACE	https://tobacco.stanford.edu/pouches_gums/pouches-independent/ace/ (107)
LiX	https://tobacco.stanford.edu/pouches_gums/pouches-independent/lix/ (57)
LOOP	https://tobacco.stanford.edu/pouches_gums/pouches-independent/loop/ (129)

Nicotine pouch flavours advertisements (524 advertisements)

(https://tobacco.stanford.edu/pouches_gums/flavors/)

Cinnamon	https://tobacco.stanford.edu/pouches_gums/flavors/cinnamon/ (36)
Coffee & Crema	https://tobacco.stanford.edu/pouches_gums/flavors/coffee/ (20)
Fruit	https://tobacco.stanford.edu/pouches_gums/flavors/fruit/ (112)

Mint	https://tobacco.stanford.edu/pouches_gums/flavors/mint/ (136)
Variety	https://tobacco.stanford.edu/pouches_gums/flavors/variety/ (36)
Unflavoured	https://tobacco.stanford.edu/pouches_gums/flavors/unflavored/ (5)
Candies & Beverages	https://tobacco.stanford.edu/pouches_gums/flavors/candiesbeverages/ (179)

Chewing tobacco advertisements (530 advertisements)

(<https://tobacco.stanford.edu/chewing/>)

Skoal	https://tobacco.stanford.edu/chewing/skoal/ (203)
Copenhagen	https://tobacco.stanford.edu/chewing/copenhagen/ (92)
Red Man	https://tobacco.stanford.edu/chewing/red-man/ (50)
Grizzly	https://tobacco.stanford.edu/chewing/grizzly/ (66)
Timber Wolf	https://tobacco.stanford.edu/chewing/timber-wolf/ (6)
Creek	https://tobacco.stanford.edu/chewing/creek/ (8)
Snus	https://tobacco.stanford.edu/chewing/snus/ (91)
Longhorn	https://tobacco.stanford.edu/chewing/longhorn/ (14)

Other brands (52 advertisements)

(<https://tobacco.stanford.edu/chewing/other-smokeless-brands/>) (52)

Special chewing tobacco topics (56 advertisements)

Baseball	https://tobacco.stanford.edu/chewing/baseball/ (32)
Sex Sells	https://tobacco.stanford.edu/chewing/sex-sells/ (24)

Note: The SRITA website periodically updates its collection. The numbers of advertisements noted reflect the current status as of 1 May 2026.

World Health Organization
Tobacco Free Initiative Unit
tfi@who.int
20 Avenue Appia
CH-1211 Geneva 27
Switzerland