

Awareness and use of nicotine pouches

ASH Smokefree GB survey 2022 (conducted by YouGov)

Products

Nicotine pouches are non-medicinal consumer pouches of nicotine which are placed in the mouth and sucked. Brands include Lyft, Skruf, Nordic Spirit and Velo. In the UK, these products are not captured by regulation of either tobacco or e-cigarettes and as such are only regulated under general consumer product safety regulations.

Oral tobacco products are regulated and it is illegal to sell some products, such as snus, in the UK. For more information on tobacco regulation see [ASH law and policy guide](#).

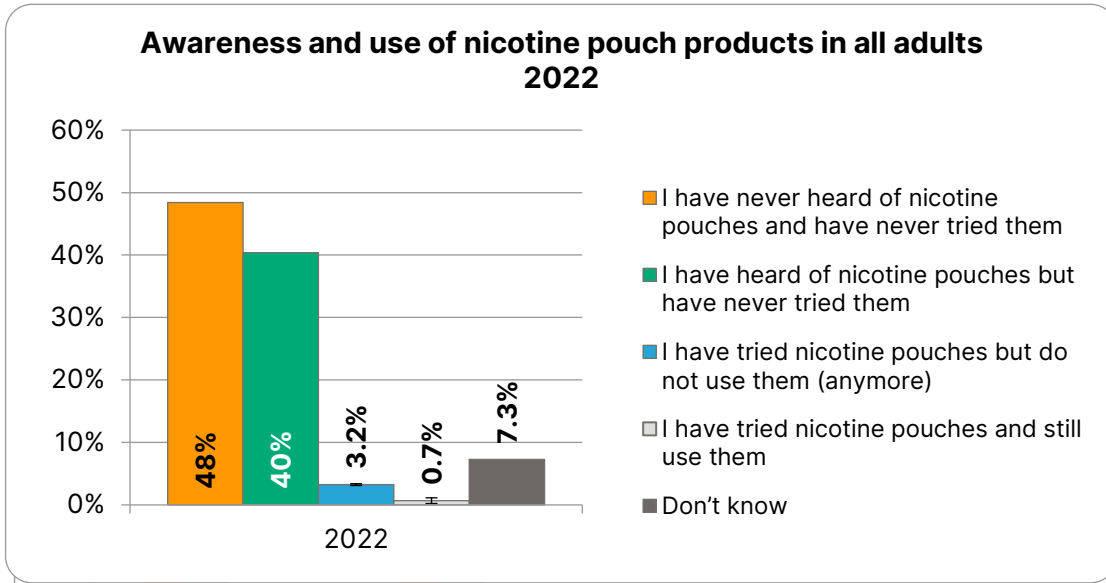


Survey

Each year ASH conducts a survey of adults' smoking and vaping behaviour and attitudes in Great Britain. Surveys are completed online in February/March of each year. In 2022, 13,088 people were surveyed (12,809 in 2020). The data are weighted to be representative of the GB population.

Current awareness and use

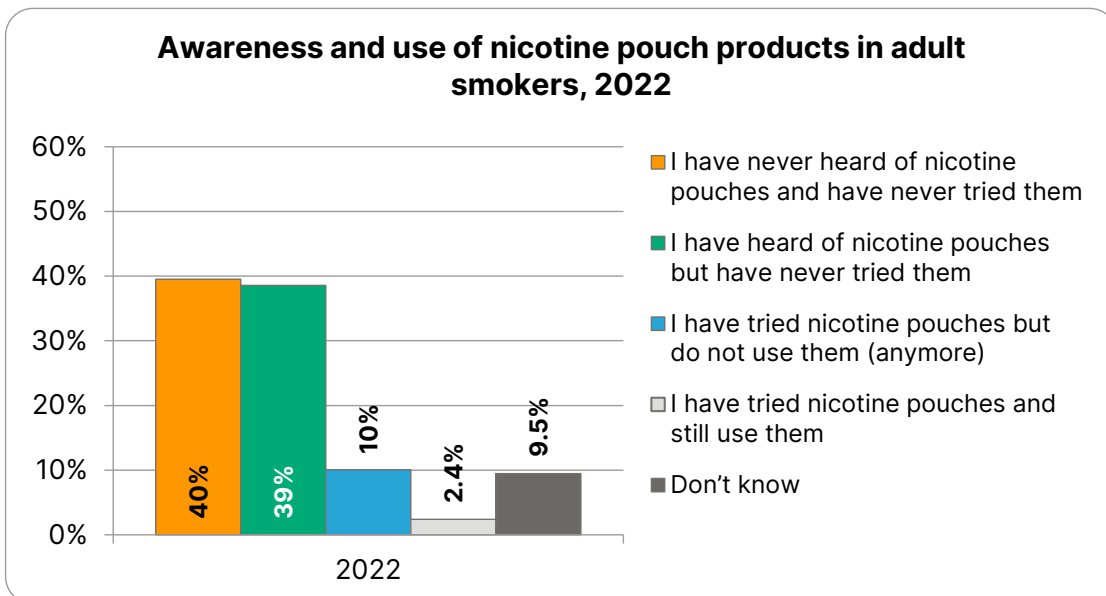
Among GB adults, 3.9% have ever tried nicotine pouches. Less than one in a hundred (0.7%) of the GB adult population currently them. Nearly half (48%) of adults haven't heard of nicotine pouches.



Unweighted base: All GB Adults, 2022, n=13,088

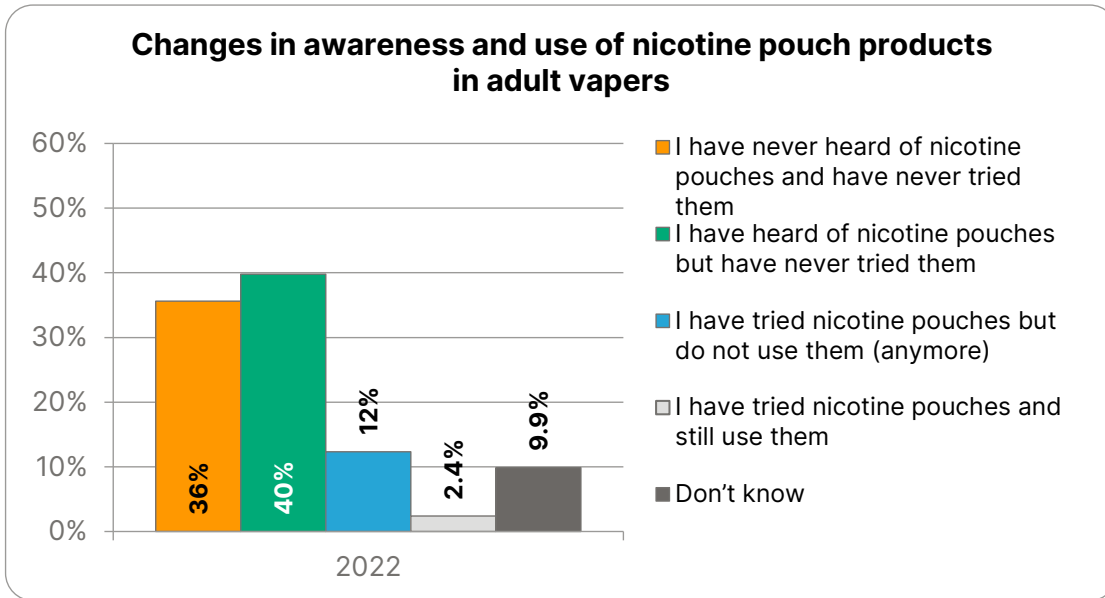
Awareness and use by adults who use other nicotine products

Adults who currently smoke are significantly more likely to have ever tried nicotine pouches (12%) compared with the general population. They are also significantly more likely to be currently using them (2.4%). However, two in five (40%) of current smokers have never heard of nicotine pouches.



Unweighted base: All GB Adults, 2022, n=13,088

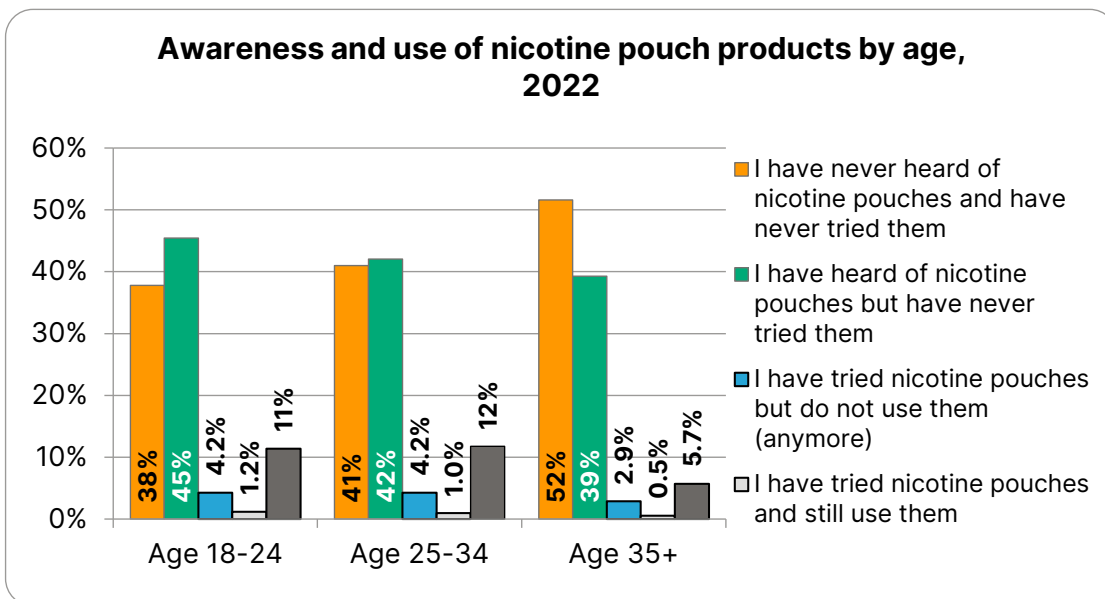
Adults who currently vape show a very similar pattern of nicotine pouch awareness and use. Among current vapers, 15% have ever tried nicotine pouches and 2.4% currently use them. Both rates are significantly higher than the general population. Nearly two in five (36%) of current vapers have never heard of nicotine pouches.



Unweighted base: All GB Adults, 2022, n=13,088

Awareness and use by age

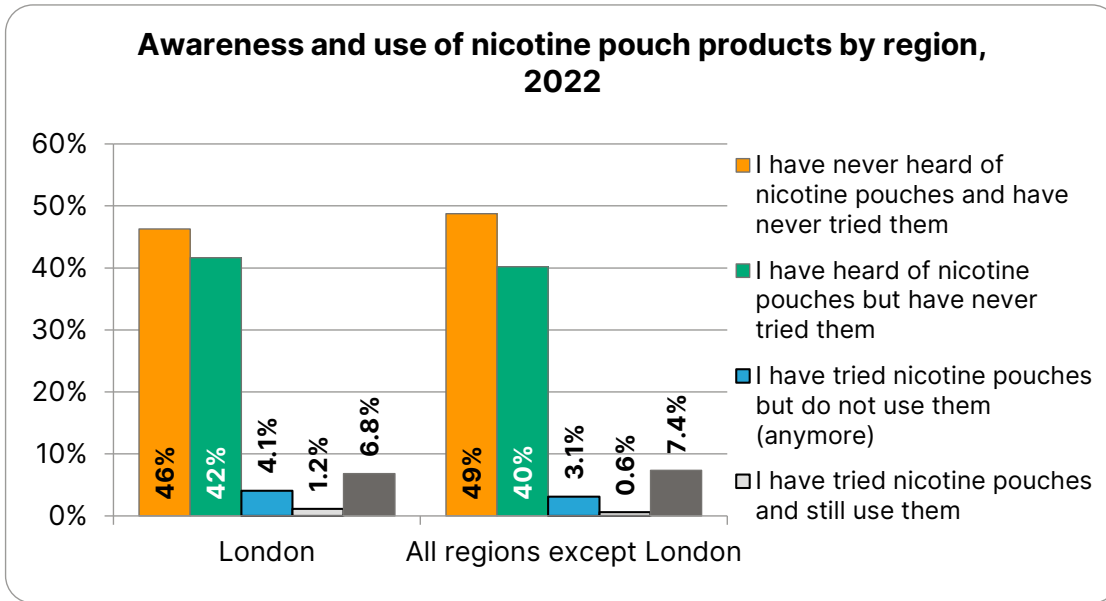
Awareness and use of nicotine pouch products is significantly higher in under 35s. More than half of over 35s (52%) are unaware of nicotine pouch products, but only 38% of under 25s and 41% of 25-34s have never heard of them. One in twenty adults aged 18-34 (5.4% of 18-24s and 5.2% of 25-34s) have ever used nicotine pouches, while only 3.4% of over 35s have tried them (significantly lower).



Unweighted base: All GB Adults, 2022. Age 18-25 n=2,127, Age 25-34 n=1,856, Age 35+ n=9,105

Awareness and use by region

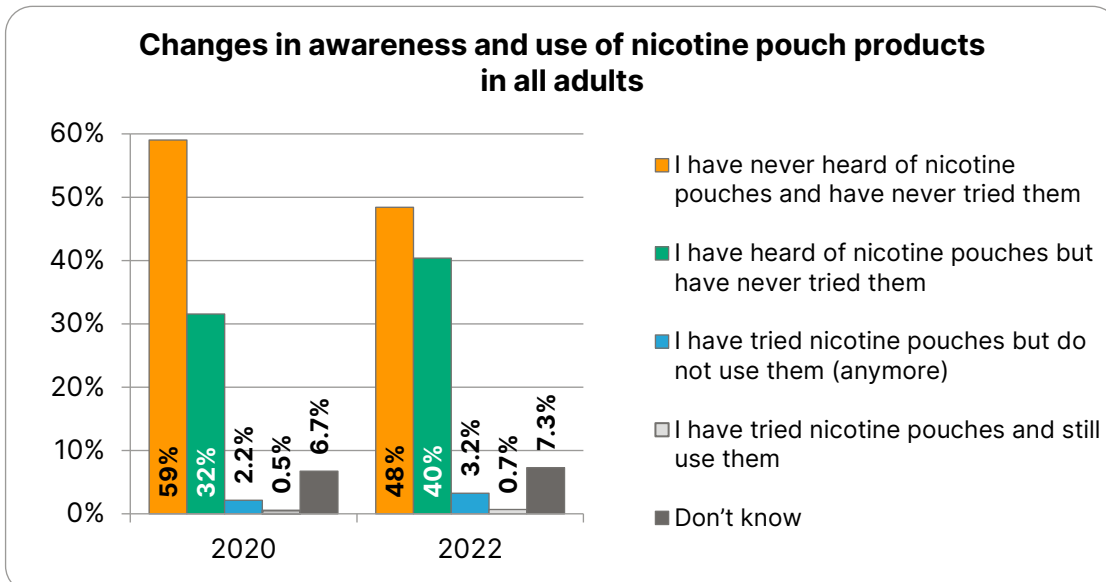
Adults in London are significantly more likely to have ever used nicotine pouch products than those in the rest of Great Britain, but it's still uncommon (5.2% compared with 3.7%).



Unweighted base: All GB Adults, 2022. London n=1,574, All regions except London n=11,514

Changes in awareness and use

Although awareness and uptake remain fairly low, knowledge of nicotine pouch products is growing. In 2020, 34% of GB adults had heard of them. By 2022 awareness had increased by 10 percentage points to 44%. The proportion of adults who had ever tried nicotine pouches was also significantly higher in 2022 (3.9%) than in 2020 (2.7%).



Unweighted base: All GB Adults, 2020, n=12,809, 2022, n=13,088