

Bespoke Market Intelligence

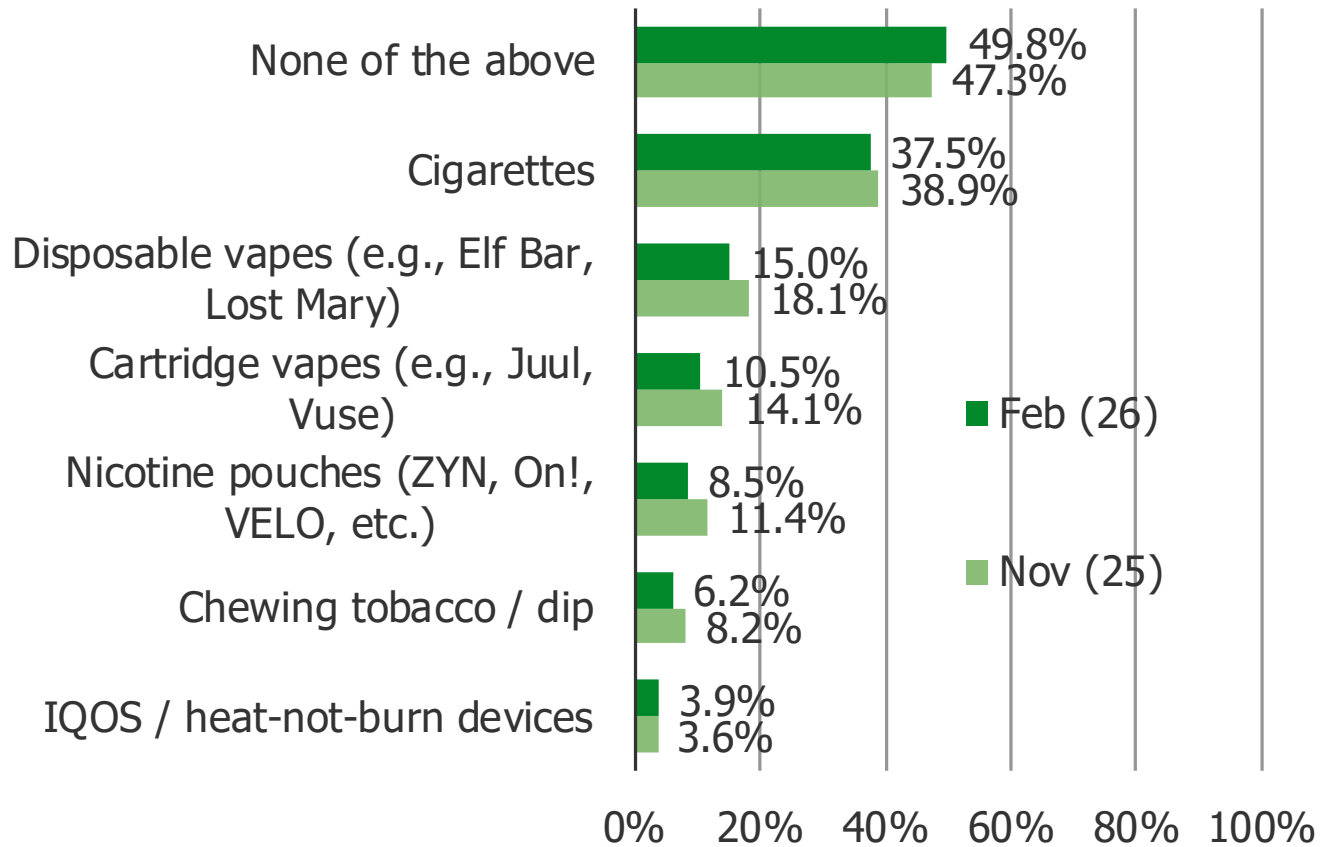
Smokeless Tobacco Survey, Vol 2

February 2026

Smokeless Tobacco | Survey

Have you ever used any of the following? (Select all that apply.)

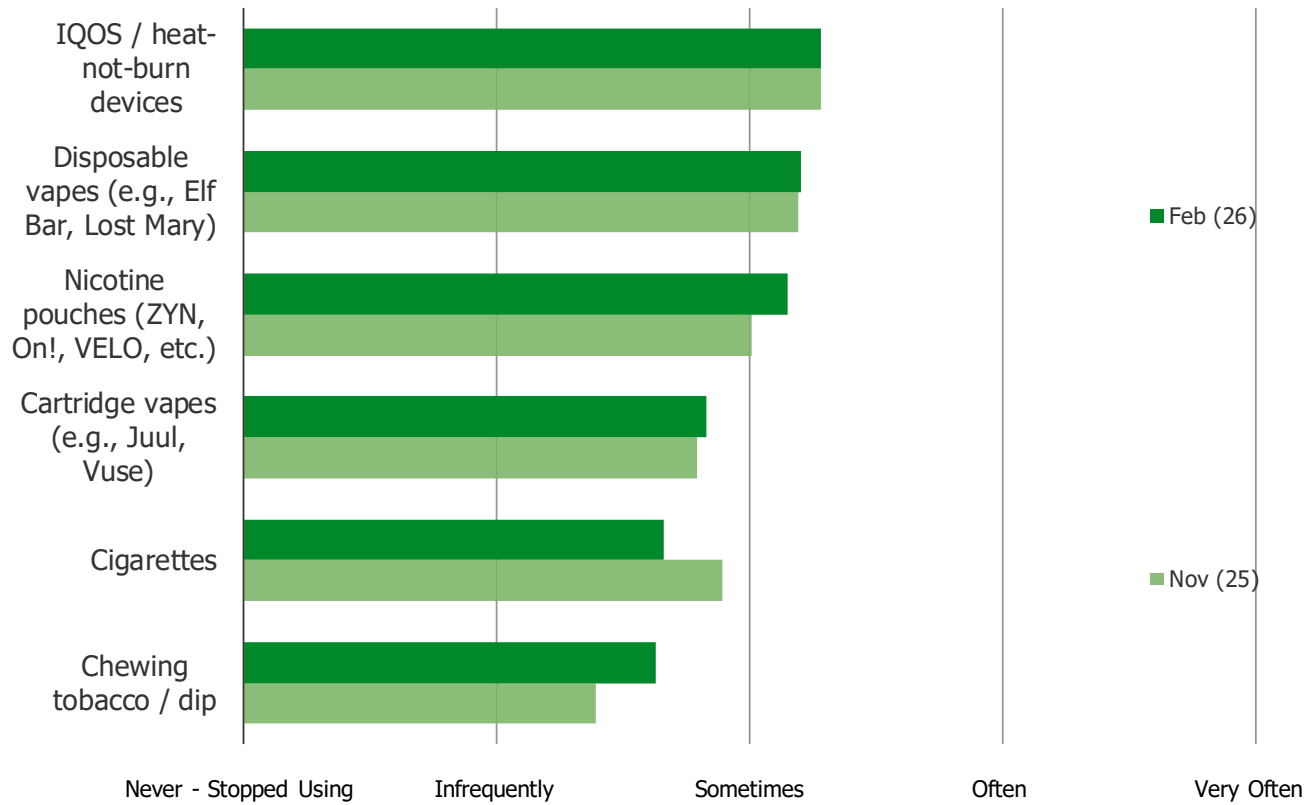
Posed to all respondents.



Smokeless Tobacco | Survey

How often do you currently use the following now...

Posed to all respondents who have used each of the following.



Smokeless Tobacco | Survey

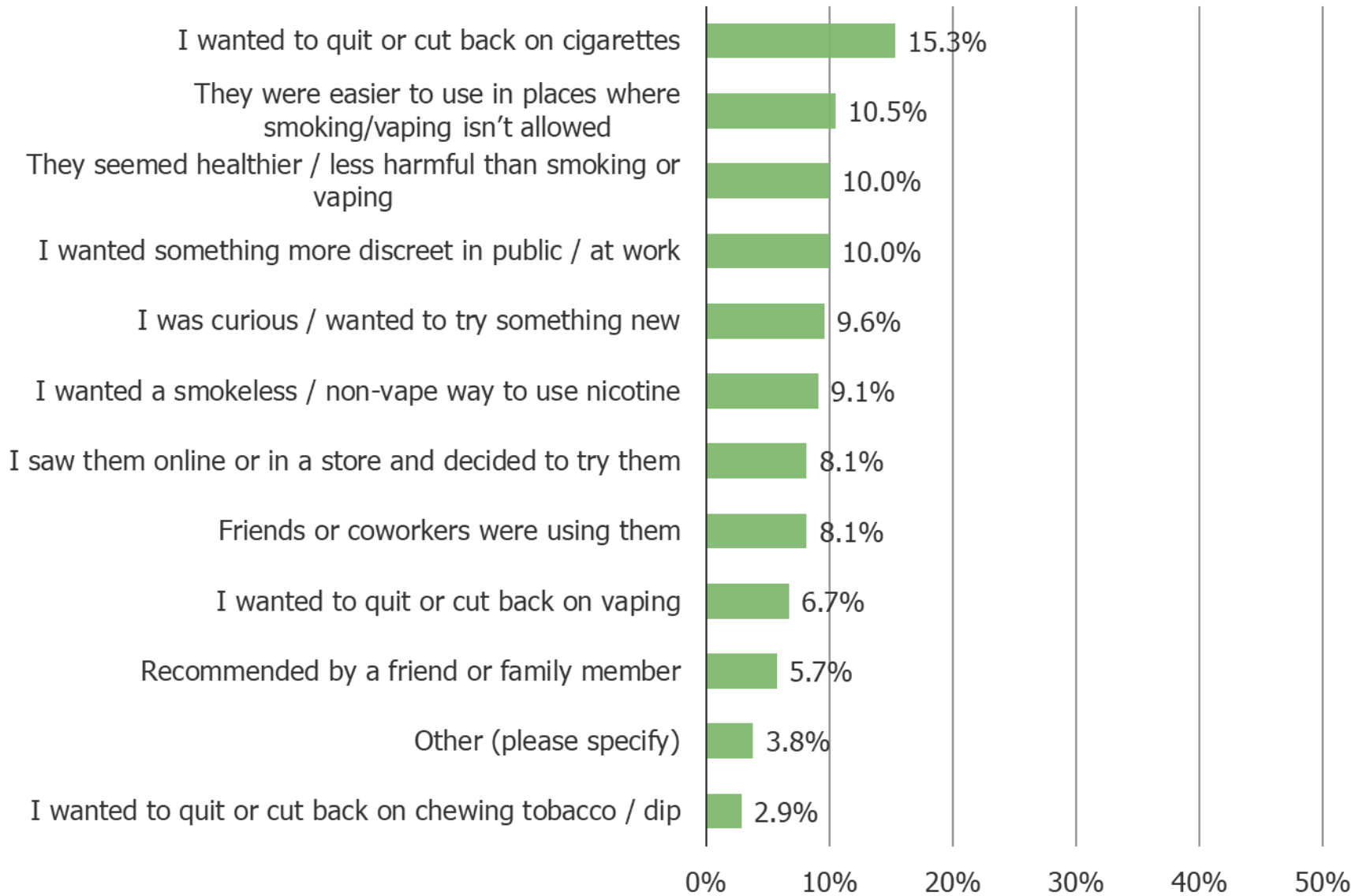
You mentioned you stopped using the following, why did you stop?

Posed to all respondents who have stopped using the below (Fill-Ins, Analyzed Via LLM).

Reason for Quitting	Cigarettes (N=302)	Disposable Vapes (N=48)	Cartridge Vapes (N=54)	Nicotine Pouches (N=34)	Chewing Tobacco / Dip (N=49)
Health / Medical / Pregnancy	63.91%	50.00%	35.19%	44.12%	42.86%
Didn't Like It / Was a Fad	3.97%	14.58%	22.22%	17.65%	14.29%
Too Expensive / Cost	7.95%	8.33%	20.37%	5.88%	2.04%
Just Wanted to Quit / Habit	7.28%	12.50%	7.41%	5.88%	6.12%
Dislike Taste / Smell	1.66%	6.25%	1.85%	—	16.33%
Switched / Prefer Alt.	0.99%	4.17%	5.56%	11.76%	—
Rules / Bans / Loss of Flavor	0.66%	2.08%	5.56%	—	—
Health & Cost (Combined)	2.65%	—	—	—	6.12%
Other / Unclassified	10.93%	2.08%	1.85%	14.71%	12.24%

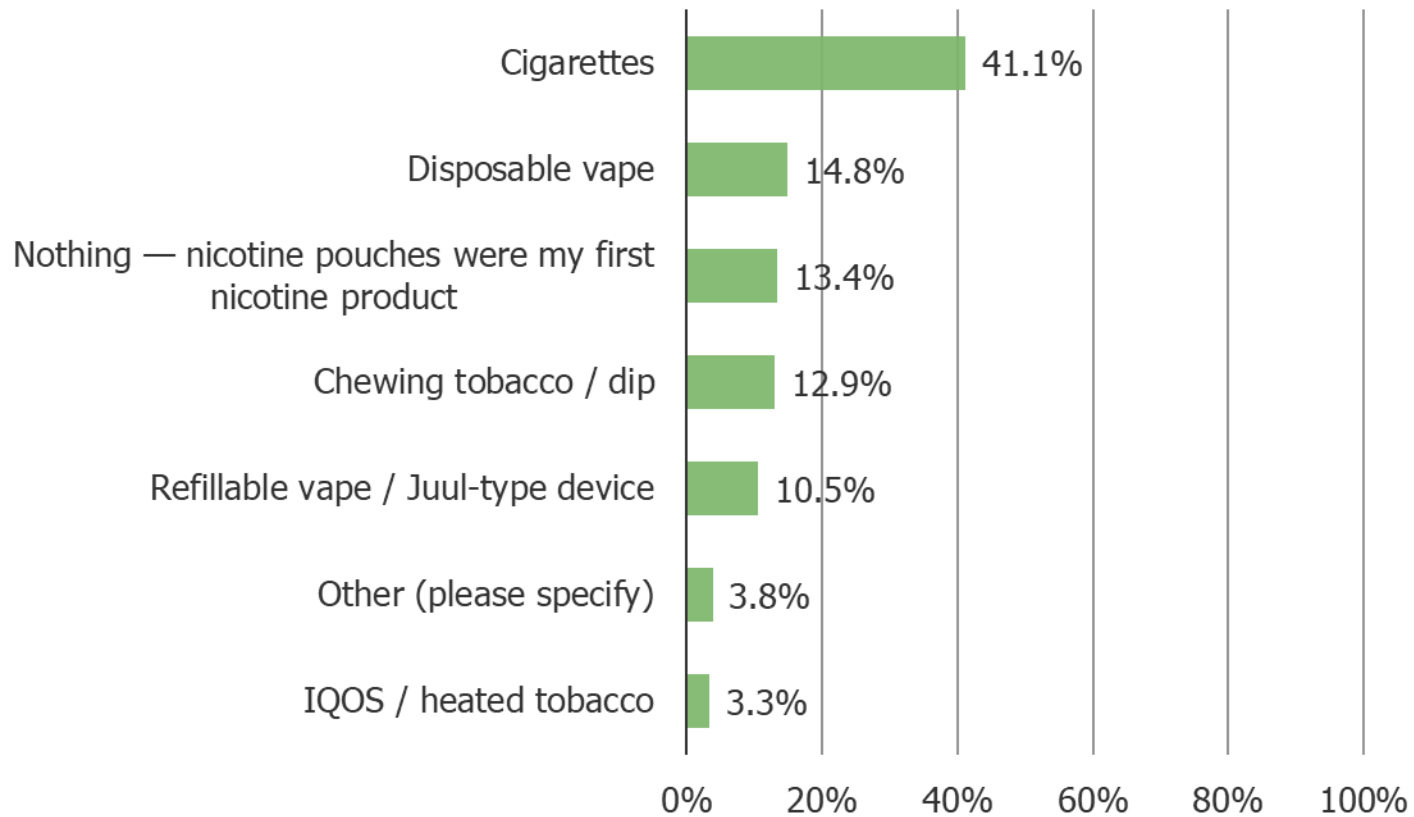
What was the main reason you first started using nicotine pouches?

Posed to all respondents who use nicotine pouches. (N=209) – Combining last two waves to achieve a larger N



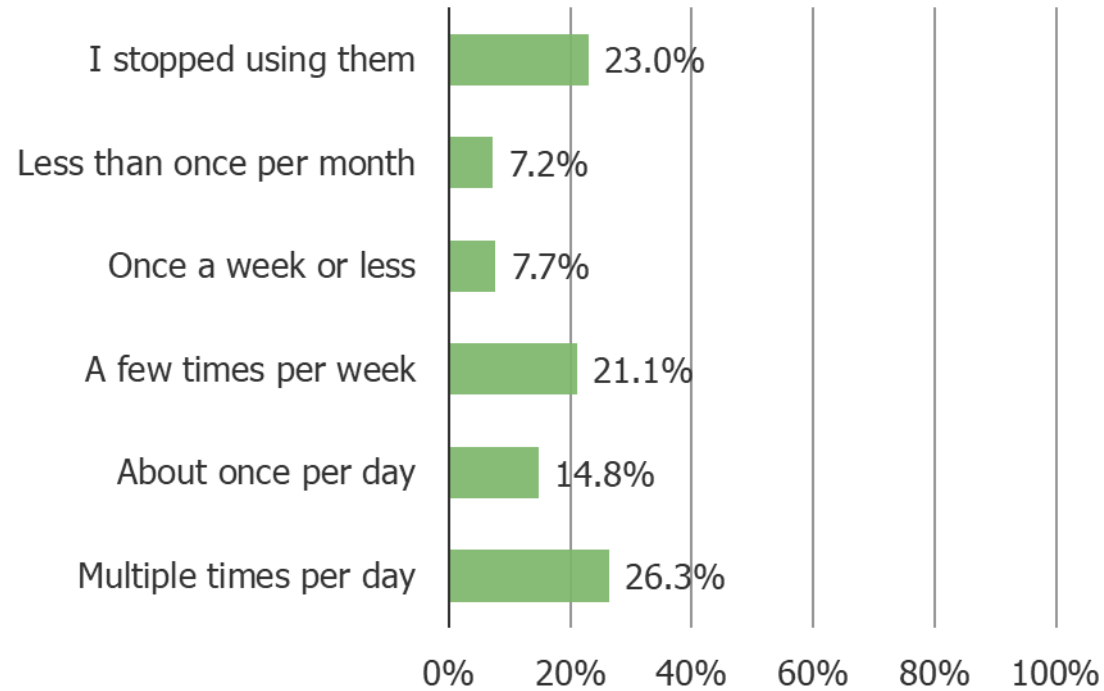
Before you started using nicotine pouches, what nicotine product were you using most often? (Single select)

Posed to all respondents who use nicotine pouches. (N=209) – Combining last two waves to achieve a larger N



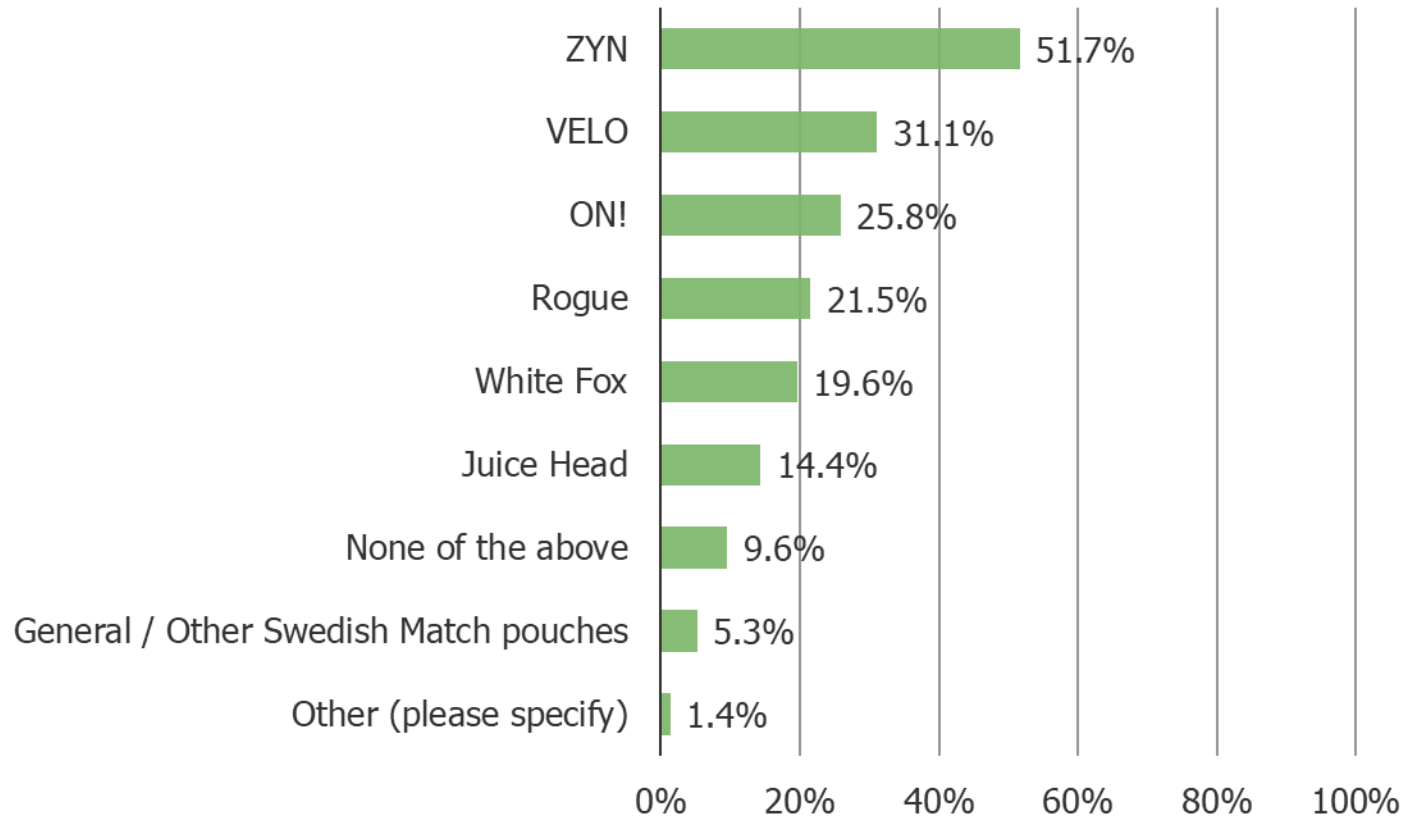
How often do you use nicotine pouches?

Posed to all respondents who use nicotine pouches. (N=209) – Combining last two waves to achieve a larger N



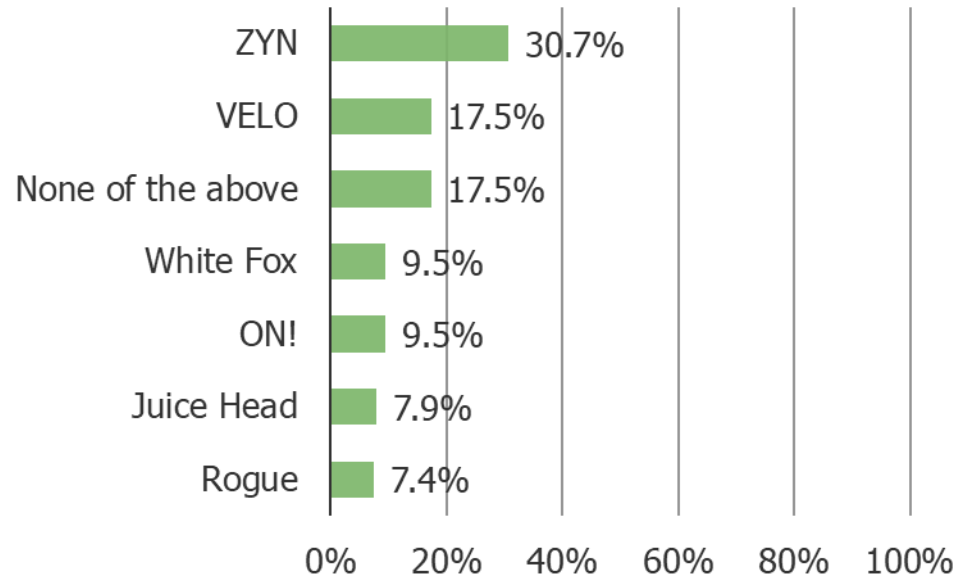
Which of the following nicotine pouch brands have you ever used? (Select all that apply)

Posed to all respondents who use nicotine pouches. (N=209) – Combining last two waves to achieve a larger N



Which nicotine pouch brand do you currently use most often?(Single select)

Posed to all respondents who use nicotine pouches. (N=209) – Combining last two waves to achieve a larger N



Demographics: Age breakdown of cohorts who have tried each of the following...

