

Bespoke Market Intelligence

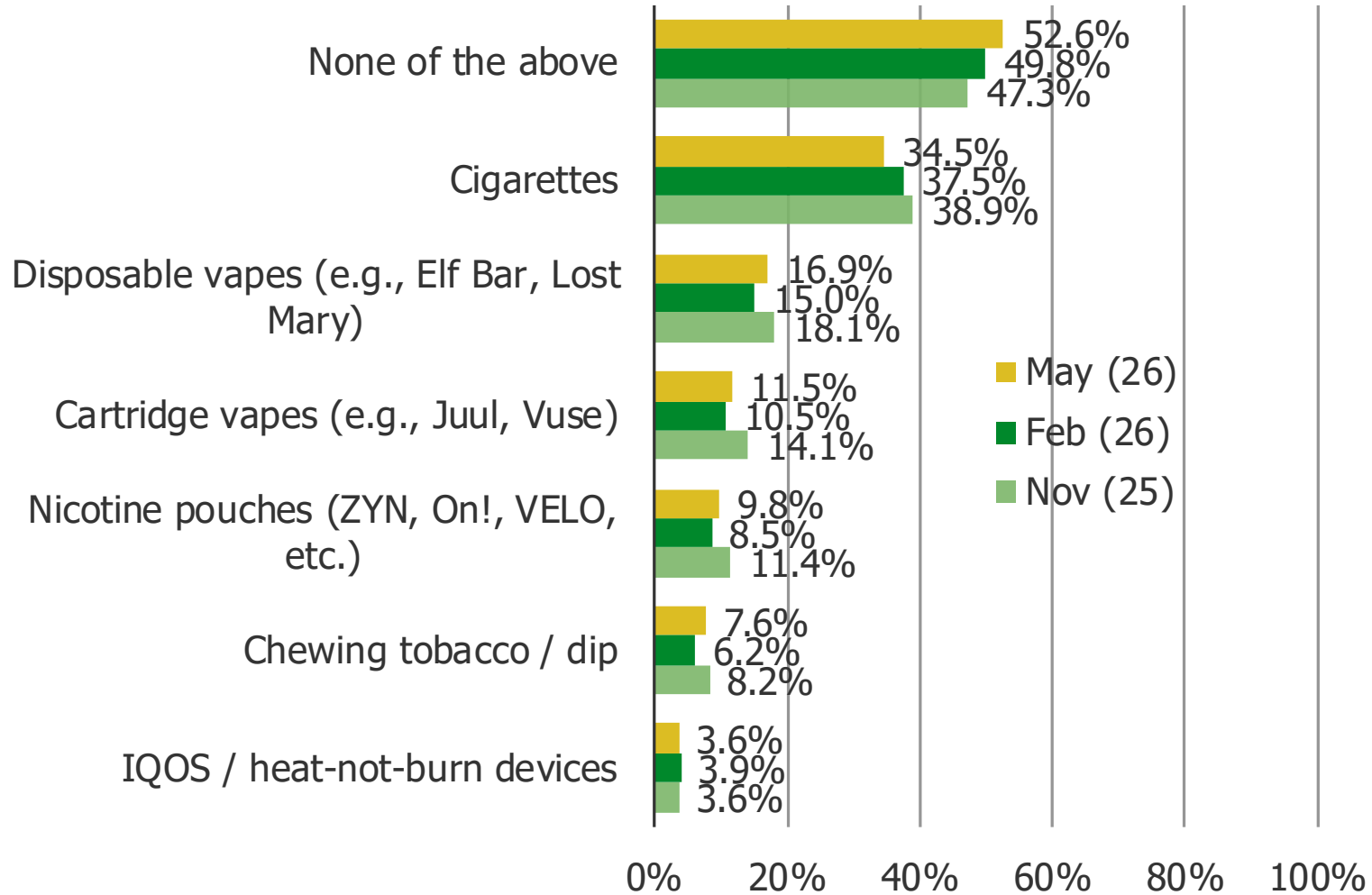
Smokeless Tobacco Survey, Vol 3

May 2026

Smokeless Tobacco | Survey

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

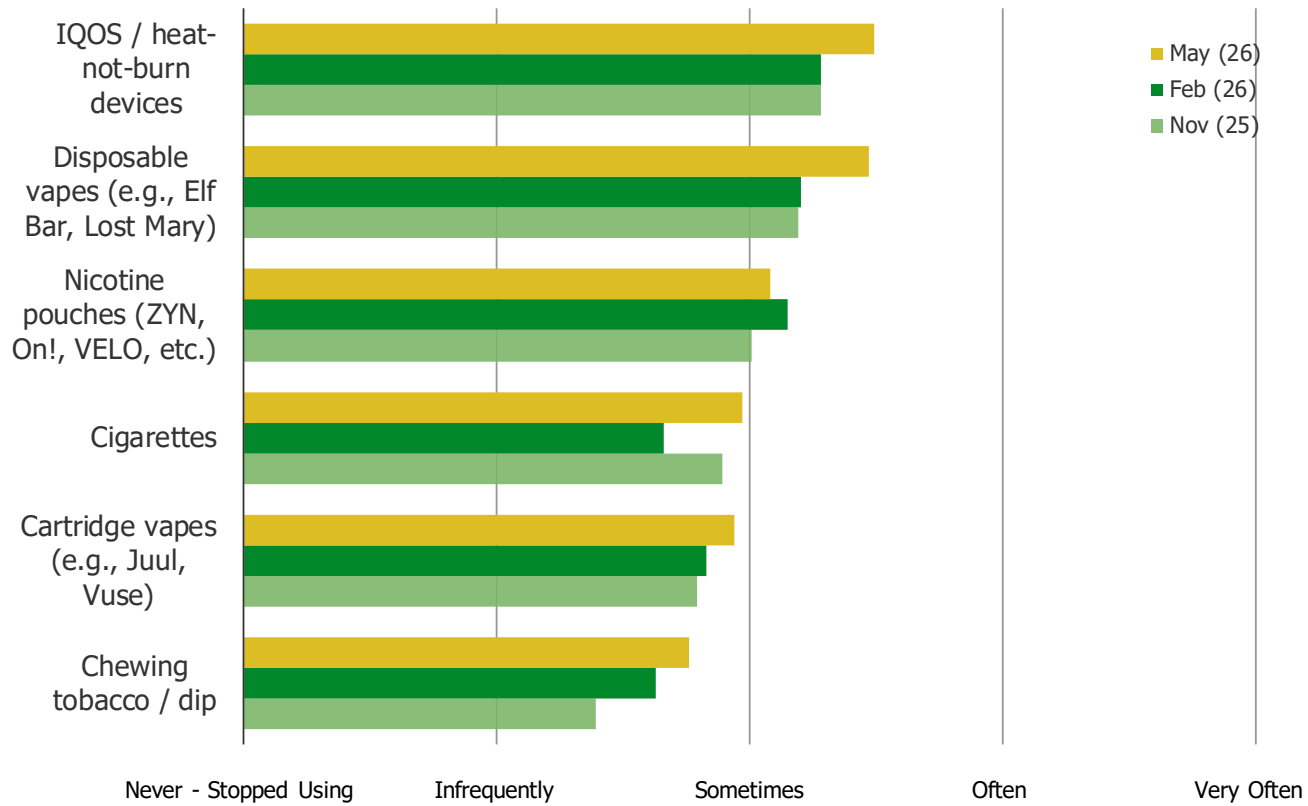
Posed to all respondents.



Smokeless Tobacco | Survey

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

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



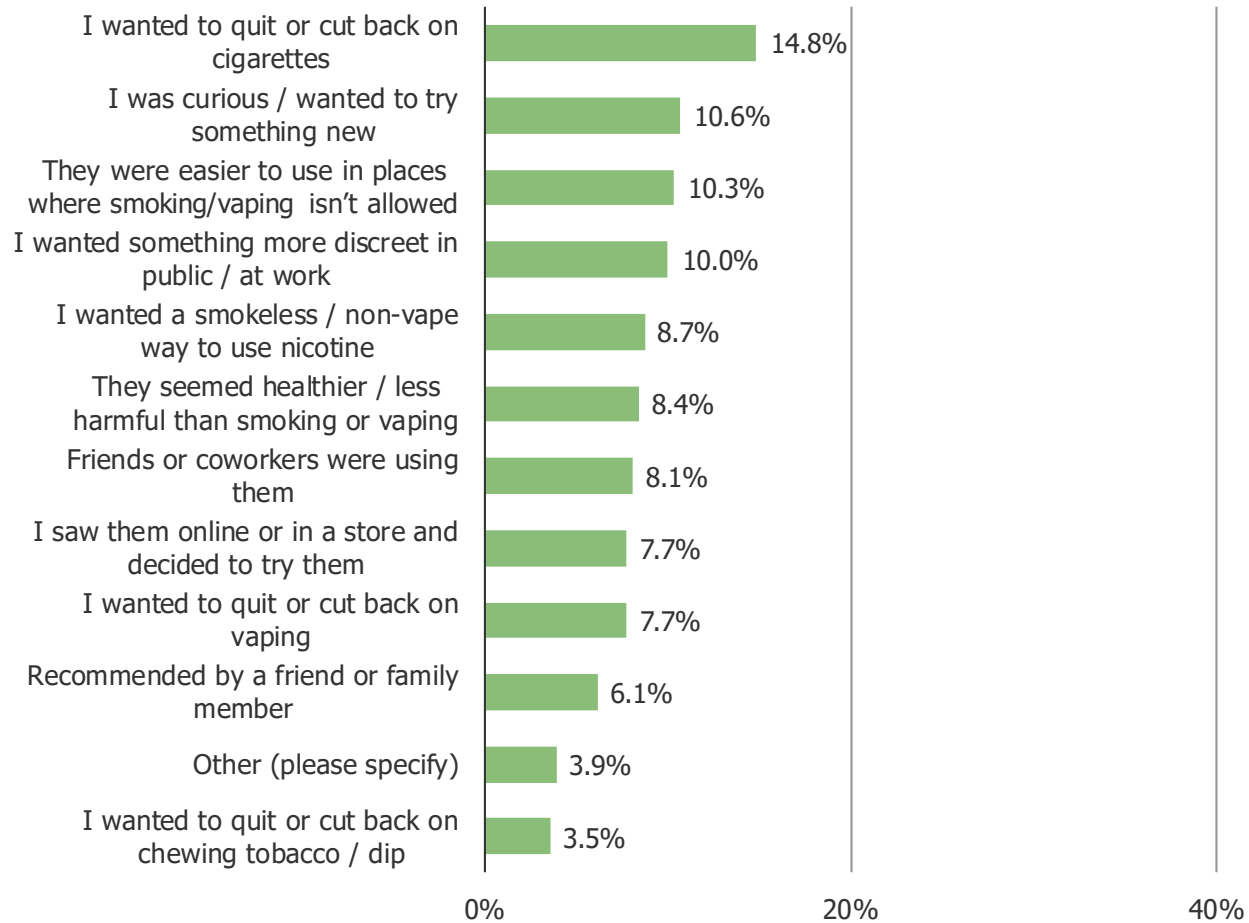
You mentioned you stopped using the following, why did you stop?

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

Quantification of Quitting Reasons:			Regression Results (Sorted by Significance):			
Category	Percentage	Count	Category	R ²	P-Value	Trend
Health / Medical / Fitness (e.g., lungs, breathing, pregnancy)	41.70%	329	Social / Family / Peer Pressure	1.00	0.0107*	Increasing
Other / Unclassified (fragmented or brief non-specific comments)	34.73%	274	Health / Medical / Fitness	0.80	0.2933	Decreasing
Cost / Financial Reasons	7.35%	58	Other / Unclassified	0.65	0.4037	Increasing
Personal Choice / Addiction Management (e.g., "done with it")	5.32%	42	Personal Choice / Addiction Management	0.51	0.4917	Decreasing
Blank / Unsure / Generic	4.69%	37	Blank / Unsure / Generic	0.29	0.6399	Increasing
Taste / Smell / Sensory Dislike	3.42%	27	Availability / Flavors / Regulations	0.08	0.8225	Decreasing
Social / Family / Peer Pressure	2.03%	16	Taste / Smell / Sensory Dislike	0.02	0.9107	Decreasing
Availability / Flavors / Regulations	0.76%	6	Cost / Financial Reasons	0.01	0.9278	Increasing

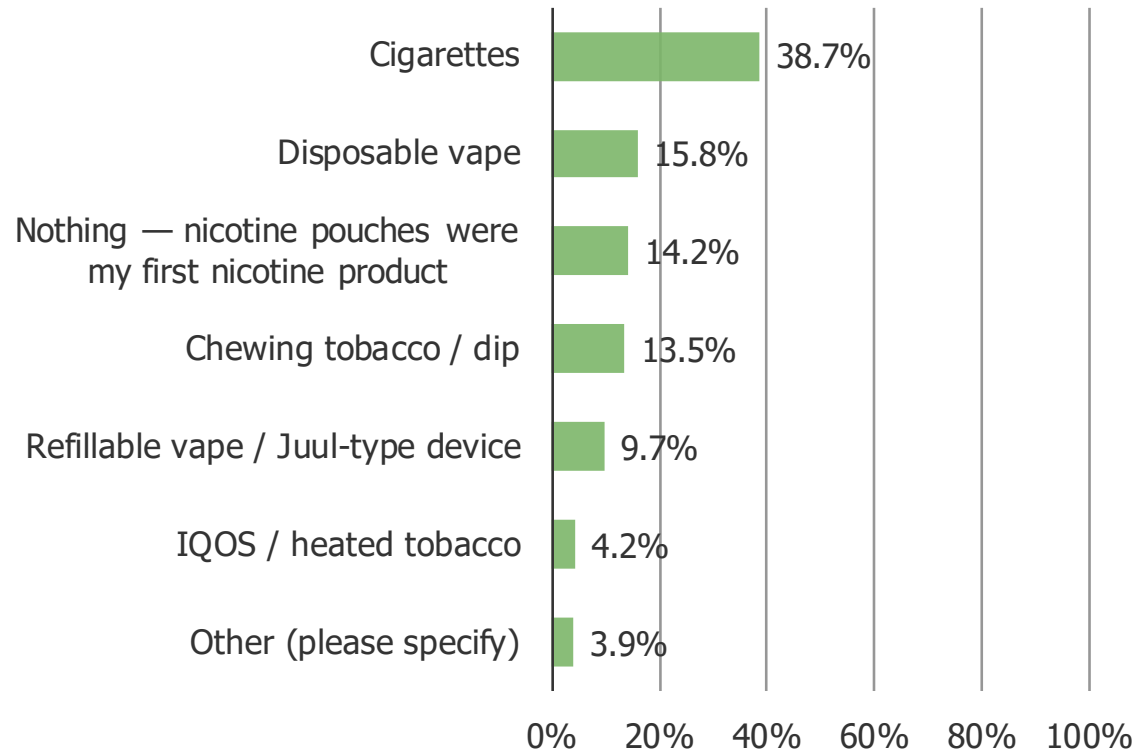
What was the main reason you first started using nicotine pouches?

Posed to all respondents who use nicotine pouches. (N=310) – Combining all waves to achieve a larger N



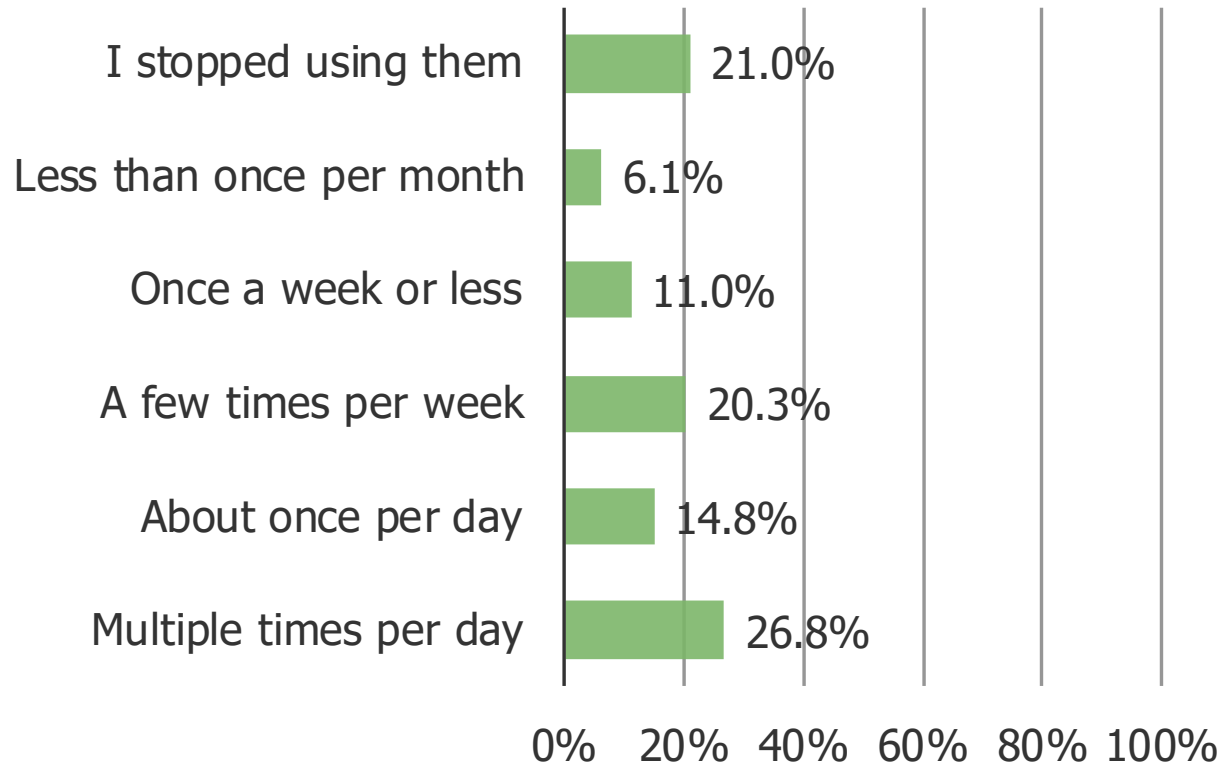
Before you started using nicotine pouches, what nicotine product were you using most often? (Single select)

Posed to all respondents who use nicotine pouches. (N=310) – Combining all waves to achieve a larger N



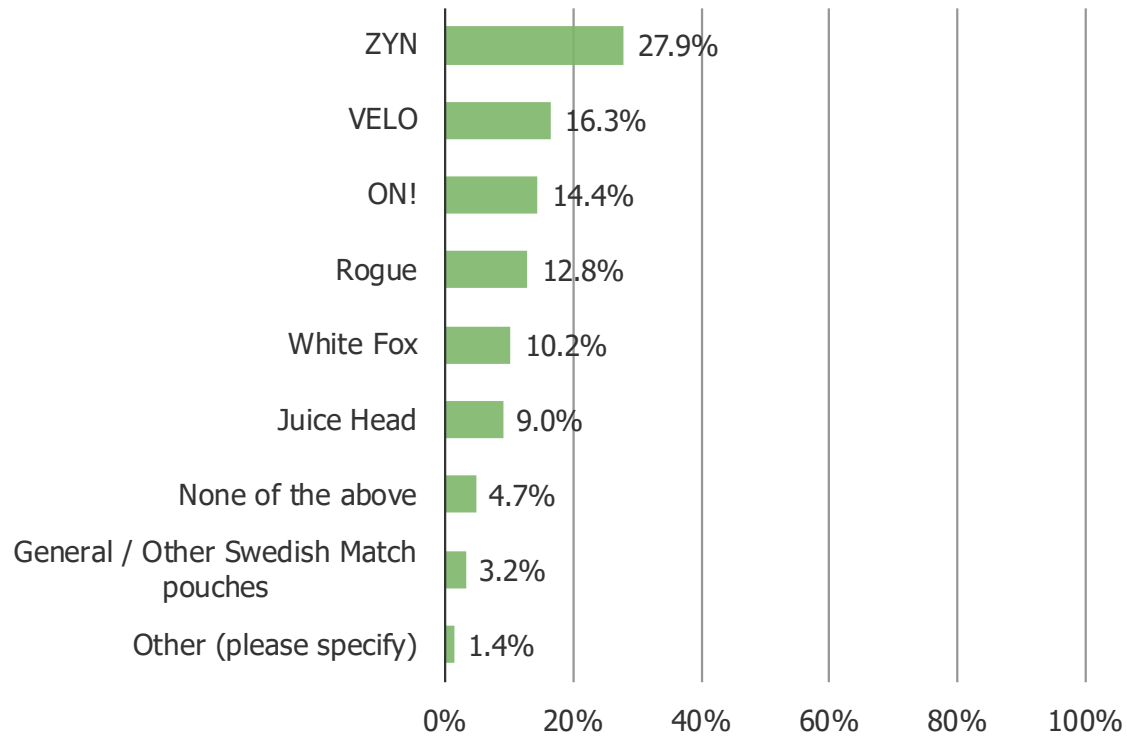
How often do you use nicotine pouches?

Posed to all respondents who use nicotine pouches. (N=310) – Combining all waves to achieve a larger N



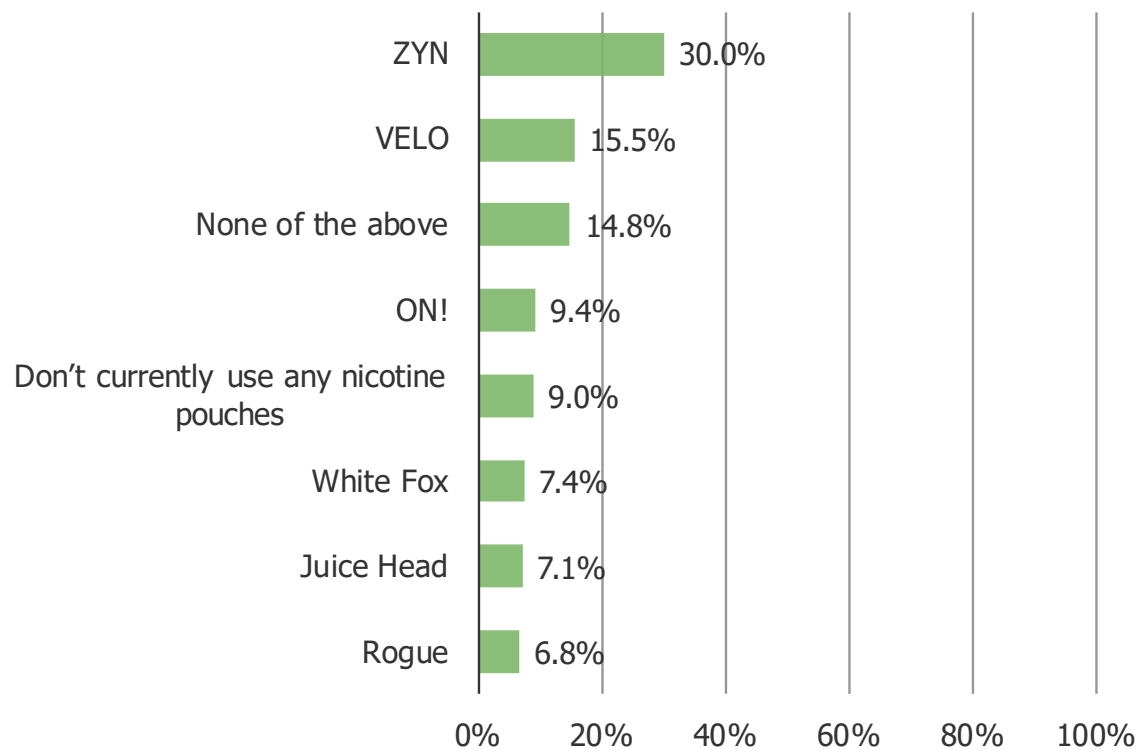
Which of the following nicotine pouch brands have you ever used? (Select all that apply)

Posed to all respondents who use nicotine pouches. (N=310) – Combining all 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=310) – Combining all waves to achieve a larger N



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

