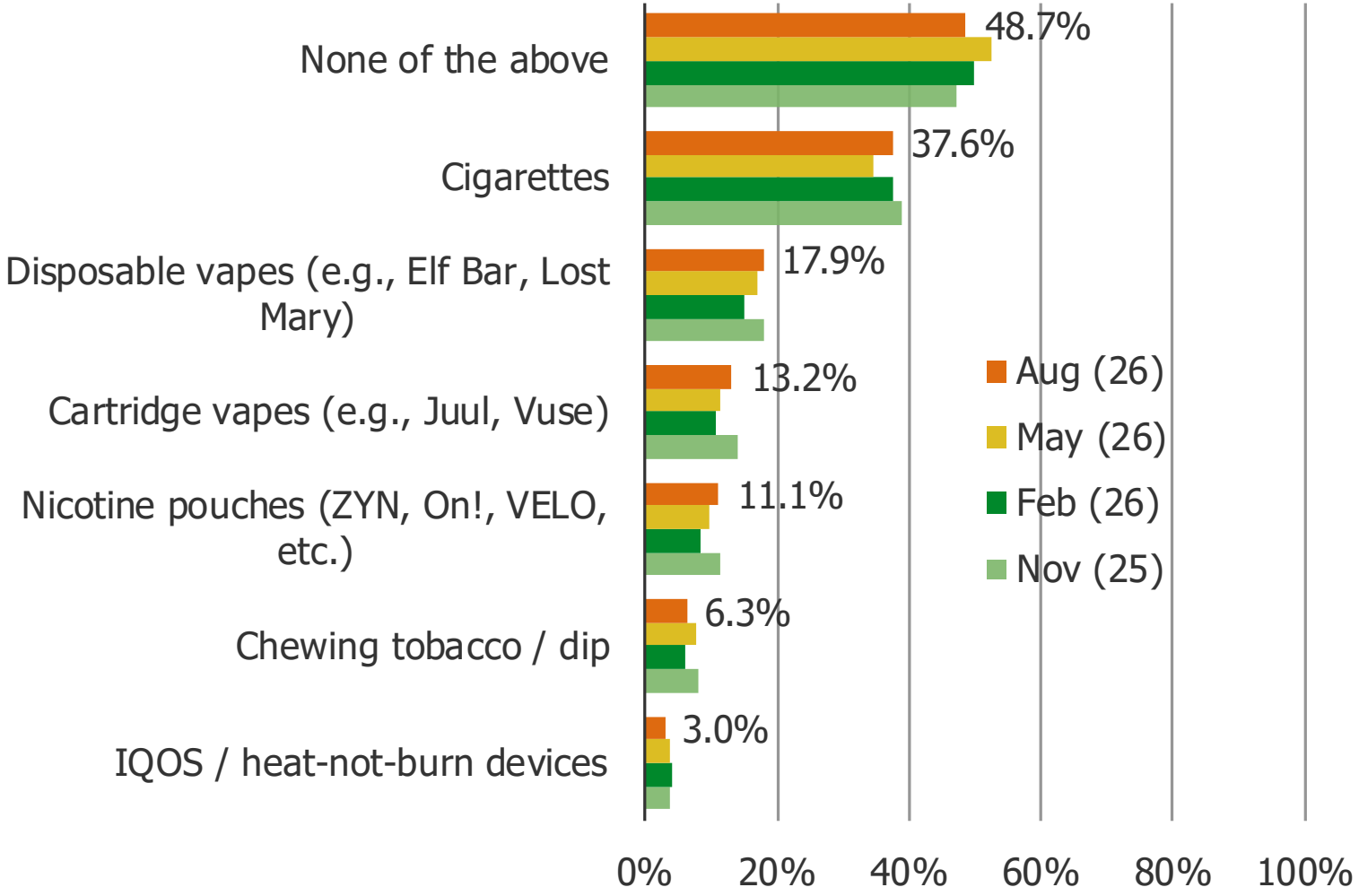
Bespoke Market Intelligence

Smokeless Tobacco Survey, Vol 4

August 2026

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

Posed to all respondents.

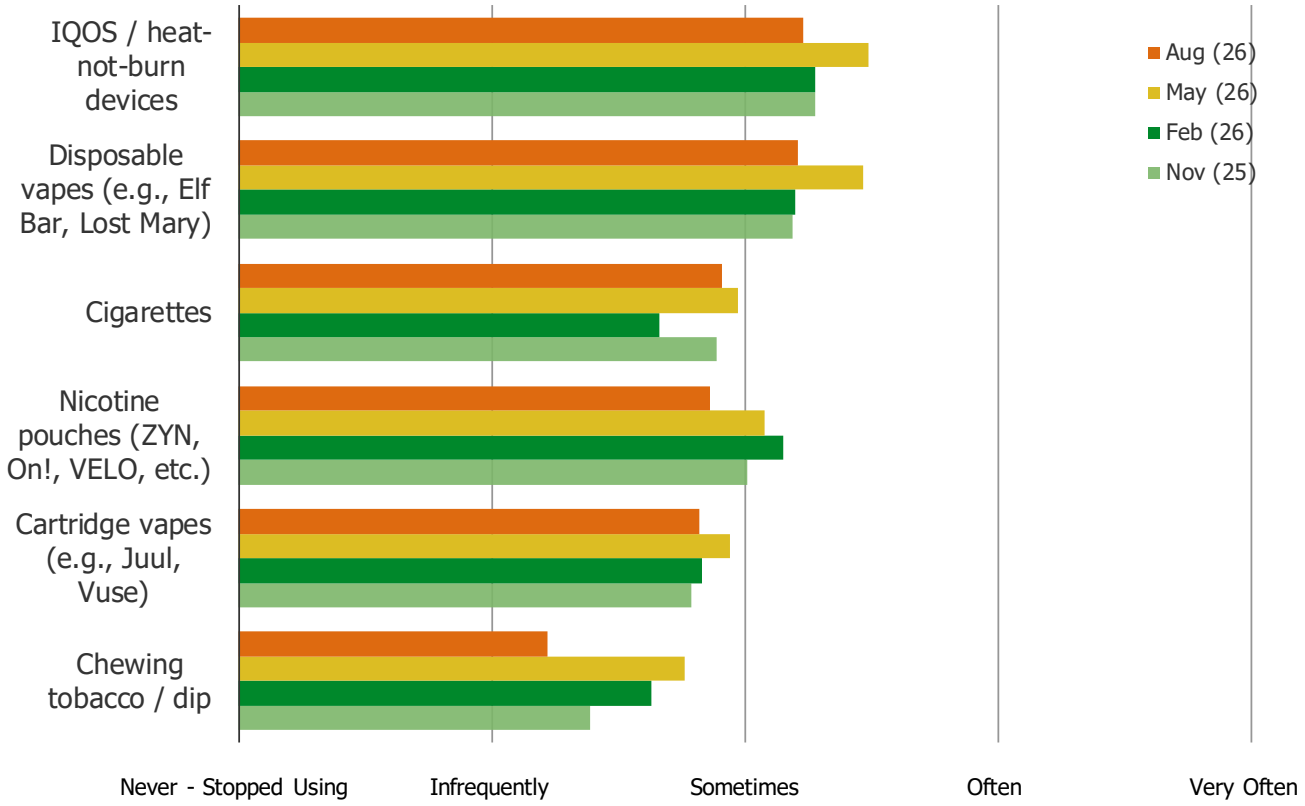


Source: Bespoke Market Intelligence Survey

Tickers: MO, PM, TPB

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

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



Source: Bespoke Market Intelligence Survey

Tickers: MO, PM, TPB

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).

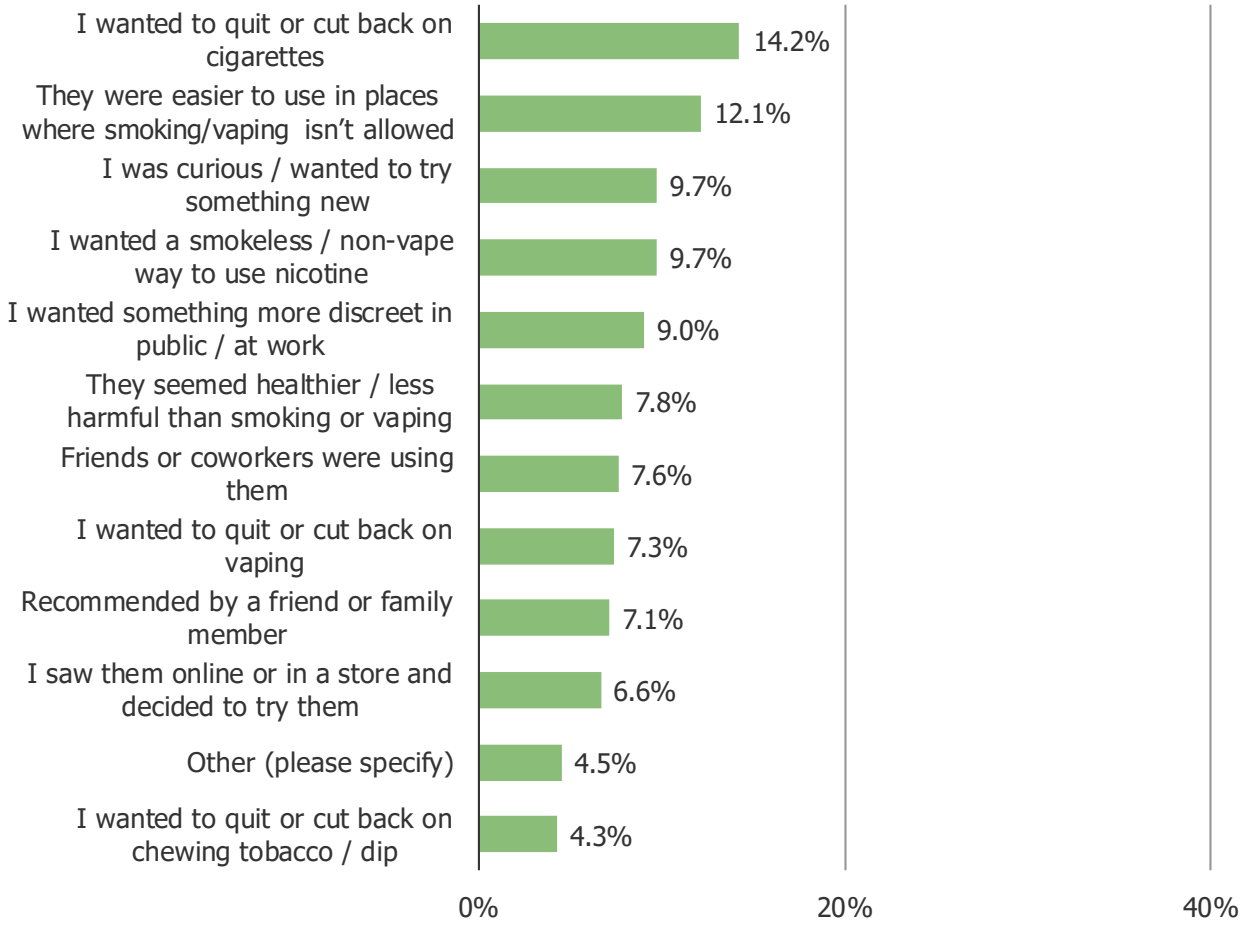
Category	Cigarettes	Disposable Vapes	Cartridge Vapes	Chewing Tobacco / Dip
Health, Medical & Physical Wellbeing	54.5%	34.3%	30.0%	31.9%
Other / Unclassified	16.8%	23.8%	25.8%	23.0%
Financial (Too Expensive)	10.1%	11.4%	15.8%	4.4%
General Desire to Quit / Break Habit	6.0%	7.6%	5.8%	2.7%
Sensory & Hygiene (Taste, Smell, Gross)	3.9%	3.8%	1.7%	18.6%
Misunderstood Prompt (Never Used)	3.9%	13.3%	9.2%	16.8%
Pregnancy & Family	3.1%	2.9%	2.5%	0.0%
Invalid / Unsure / Noise	1.4%	1.0%	6.7%	2.7%
Switched to Alternative Product	0.3%	1.0%	1.7%	0.0%
Regulations & Bans	0.0%	1.0%	0.8%	0.0%

Source: Bespoke Market Intelligence Survey

Tickers: MO, PM, TPB

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

Posed to all respondents who use nicotine pouches. (N=422) – Combining all waves to achieve a larger N

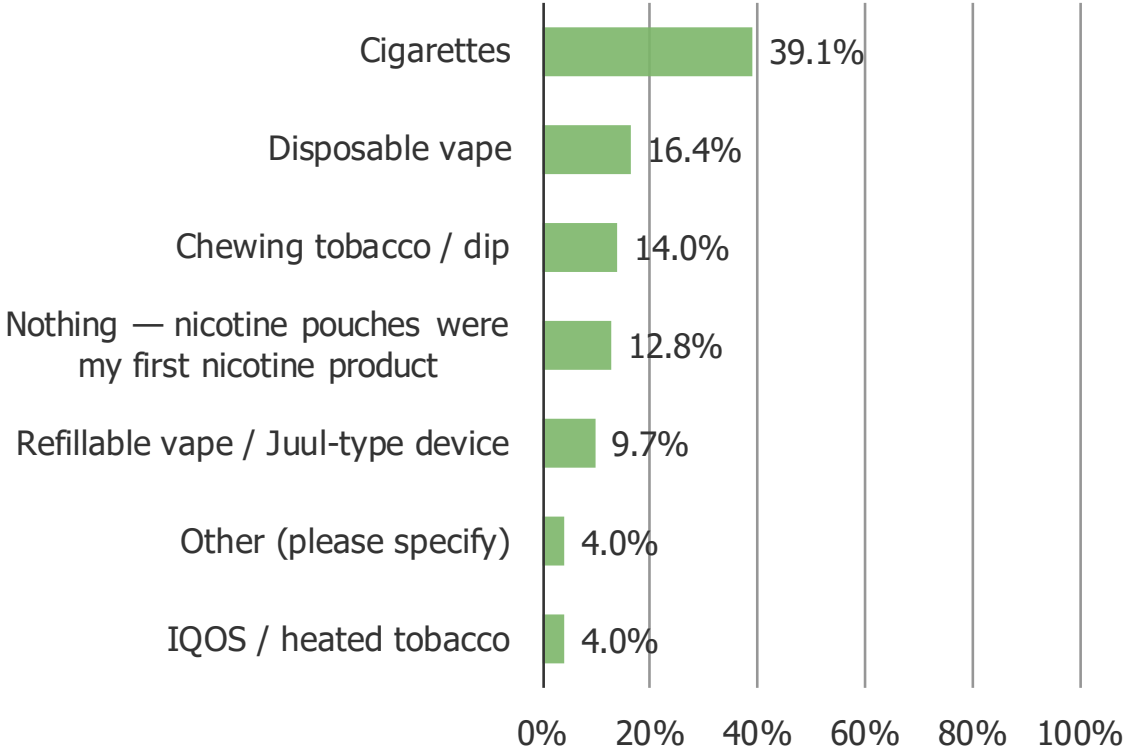


Source: Bespoke Market Intelligence Survey

Tickers: MO, PM, TPB

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=422) – Combining all waves to achieve a larger N

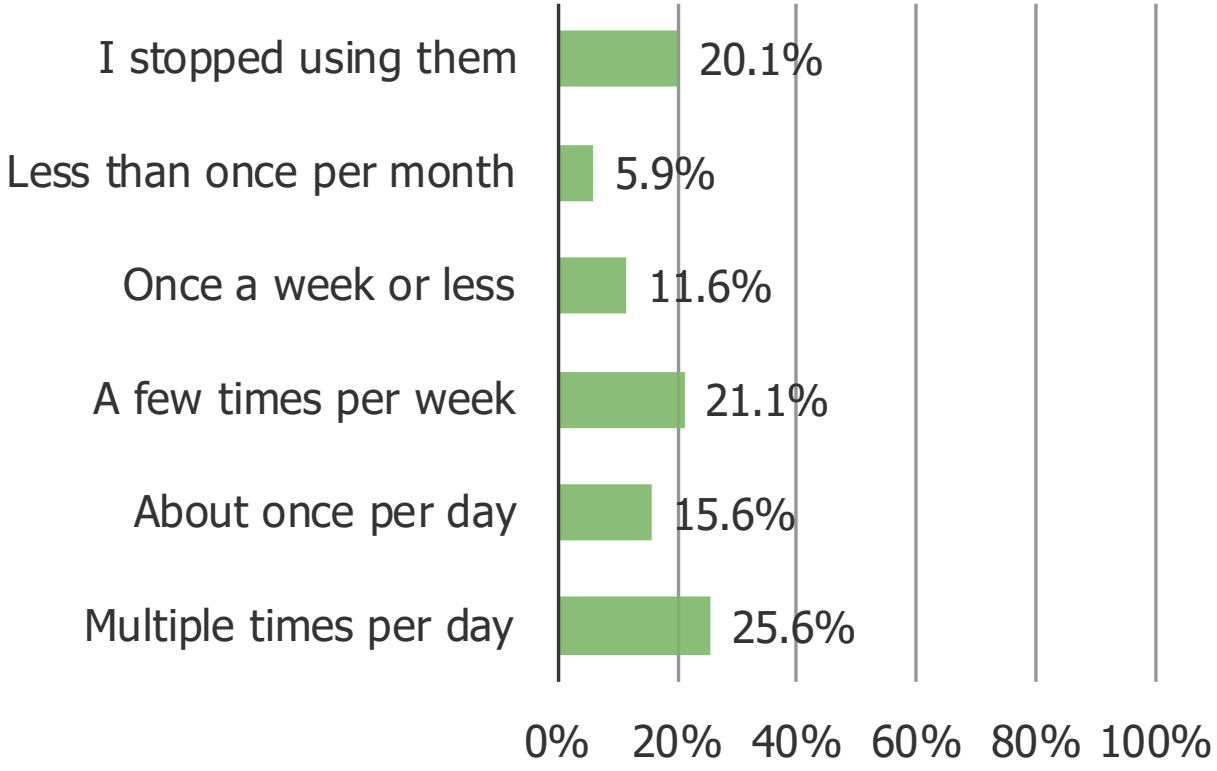


Source: Bespoke Market Intelligence Survey

Tickers: MO, PM, TPB

How often do you use nicotine pouches?

Posed to all respondents who use nicotine pouches. (N=422) – Combining all waves to achieve a larger N

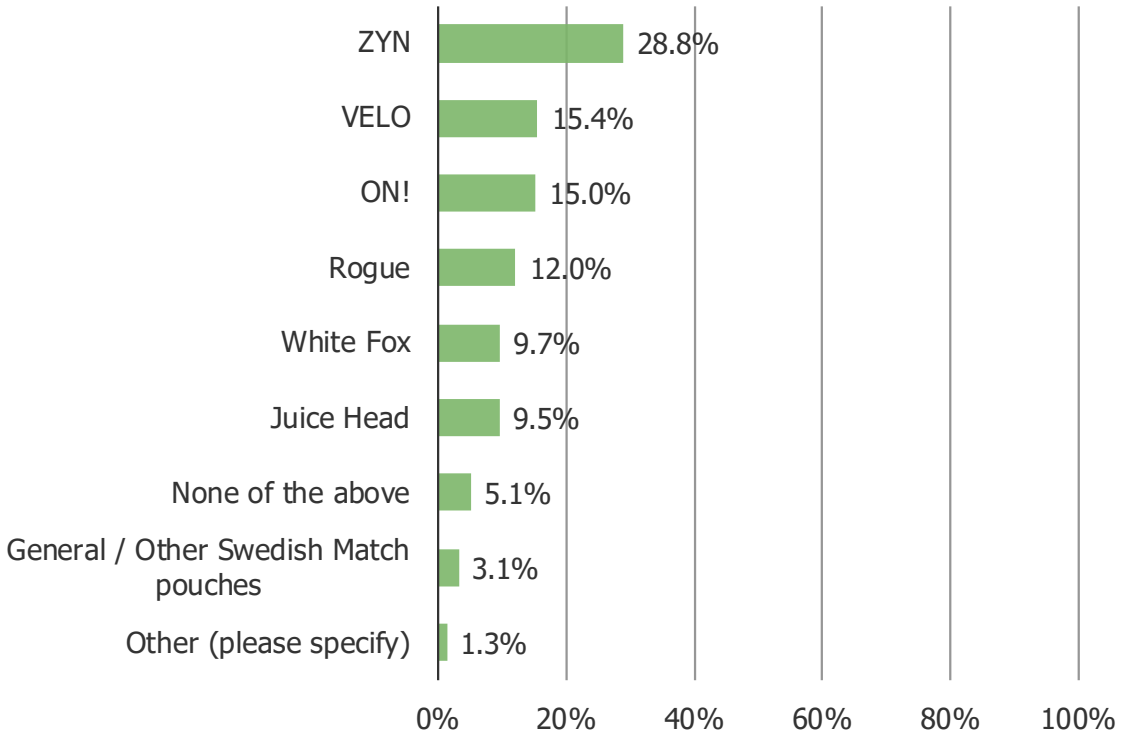


Source: Bespoke Market Intelligence Survey

Tickers: MO, PM, TPB

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

Posed to all respondents who use nicotine pouches. (N=422) – Combining all waves to achieve a larger N

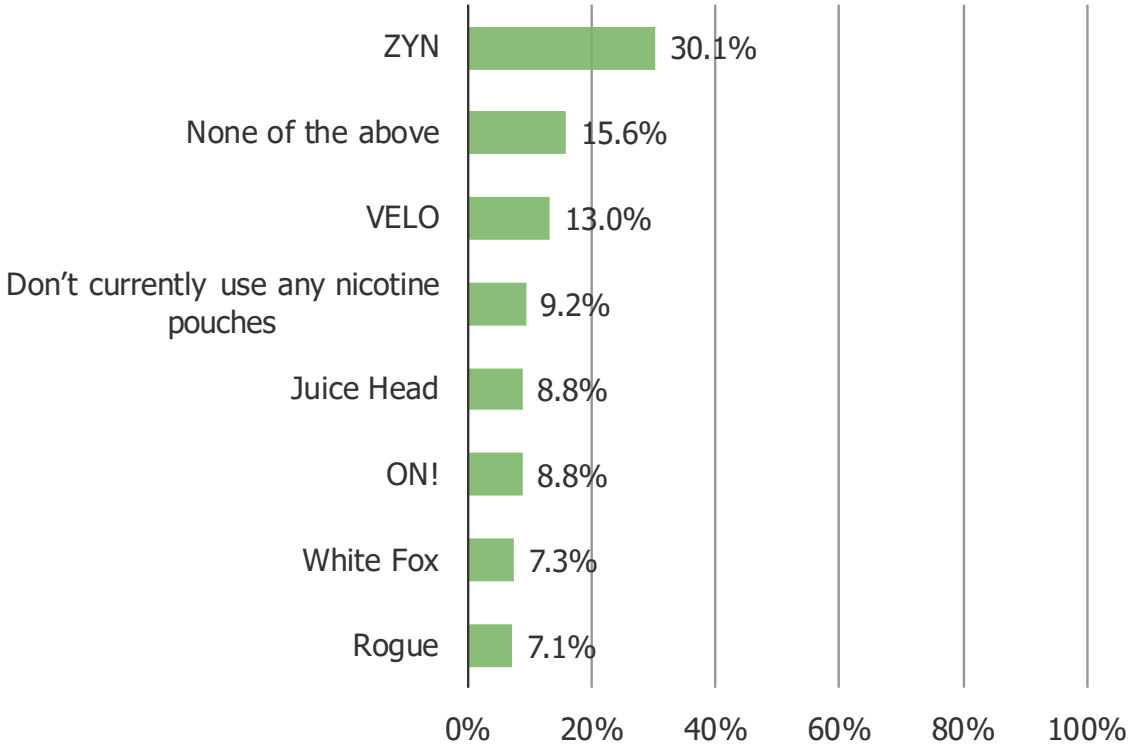


Source: Bespoke Market Intelligence Survey

Tickers: MO, PM, TPB

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

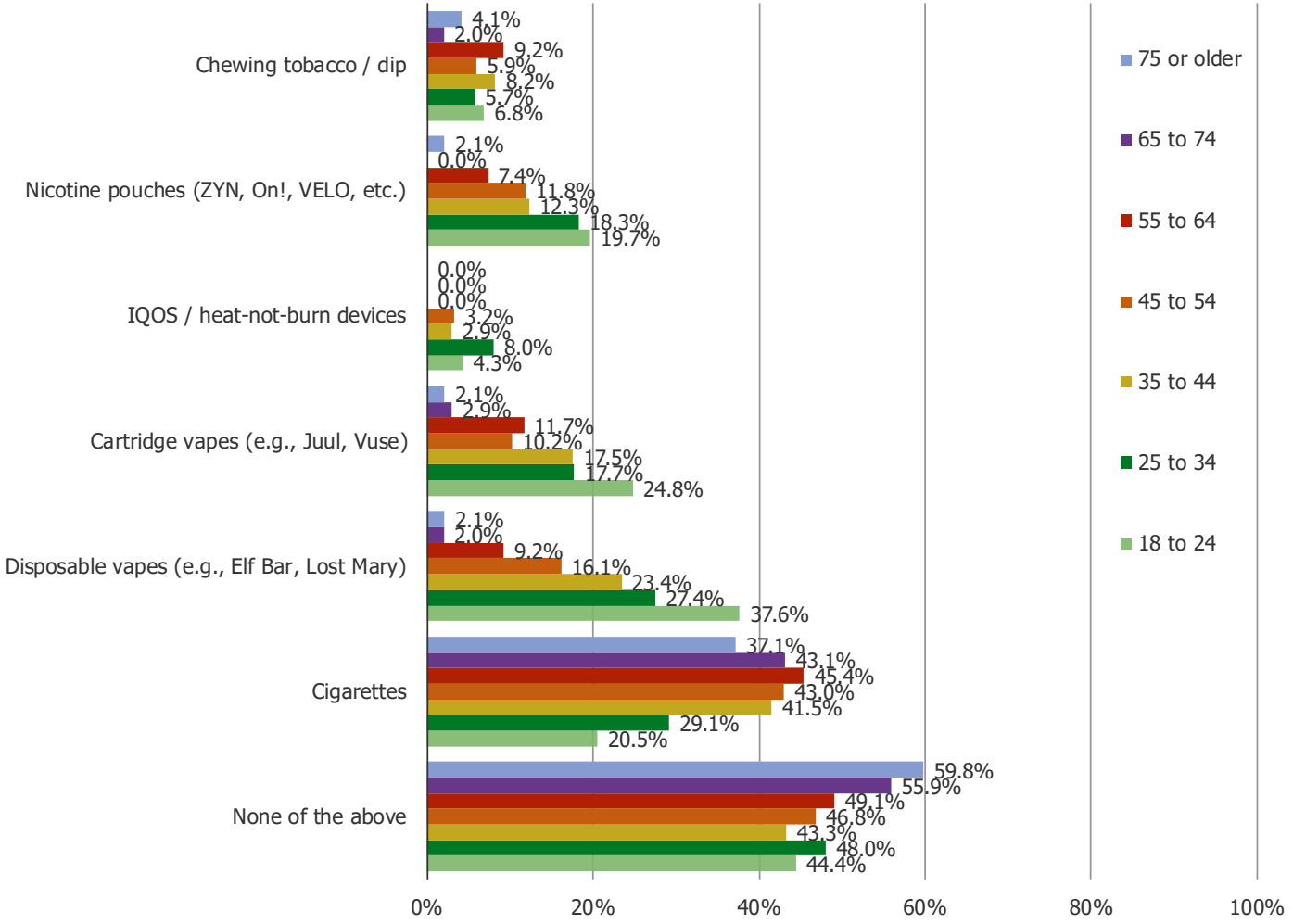
Posed to all respondents who use nicotine pouches. (N=422) – Combining all waves to achieve a larger N



Source: Bespoke Market Intelligence Survey

Tickers: MO, PM, TPB

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



Source: Bespoke Market Intelligence Survey

Tickers: MO, PM, TPB