



American
Heart
Association®

FACT SHEET

**Impact of Smokeless Oral Nicotine Products on
Cardiovascular Disease: Implications for Policy,
Prevention, and Treatment**



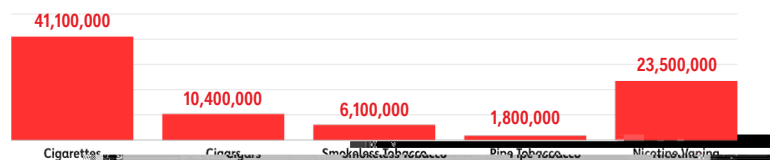


What are oral smokeless tobacco products?

Oral smokeless tobacco products are non-combustible forms of nicotine that include smokeless tobacco (chewing tobacco, snuff, dip or snus), nicotine pouches, and other oral nicotine products (lozenges, discs, tablets, gums and dissolvable tobacco products). These products

pouch products, including on! and ZYN, have gained popularity due to tobacco products in 2023 as smokeless oral nicotine products.

Breakdown of Tobacco or Nicotine Product Use Among 63.9M Past Month Users:



Market changes since 2010:

Since the American Heart Association last published a statement on changes:

- **Increase in nicotine pouch products:** Nicotine pouch products have had a massive uptick in popularity. Marketed as tobacco-free, these

and nicotine concentrations. Sales of oral nicotine pouches have increased substantially since their introduction to the market.

- **Industry Spending:** The smokeless oral nicotine product industry reportedly spent over \$1.5 billion on advertising and promoting their products across 2019, 2020 and 2021.

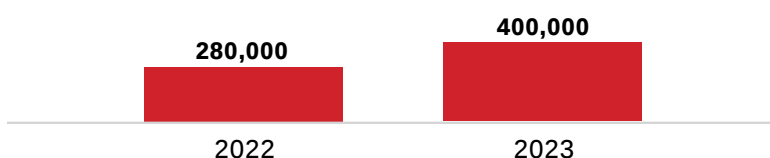
- **Purchasing Surge:** Purchases of smokeless oral nicotine products reflect consumer preferences toward non-combustible products.

- **Youth Consumption:** Growing numbers of children are consuming advertising platforms like TikTok Shop. Between 2022 and 2023, the use of nicotine pouches among youth increased from 1.1% to 1.5%.

- **Popularity Among Young Adults:** Nicotine pouches are most popular among 18-24-year-olds, with 2.3% reporting past 30-day use.

- **Regulatory Challenges:** The rapid proliferation of these products poses regulatory challenges. The U.S. Food & Drug Administration's regulatory jurisdiction did not clearly include non-tobacco nicotine products, including synthetic nicotine, until March 2022 with the passing of the Consolidated Appropriations Act. The FDA has started to regulate synthetic nicotine products, but many remain on the market without proper authorization.

Use of Nicotine Pouches Among Youth, 2022-2023



TOBACCO - CONTAINING PRODUCTS

Chewing tobacco/spit

Oral tobacco-containing product that is manufactured to be chewed.

Dissolvable tobacco

Oral tobacco-containing product that dissolves in the mouth.

Nasal snuff

Smokeless oral nicotine-containing product that is ground tobacco and is ingested by a person into the nasal cavity.

Snus

Oral tobacco product that is composed of dry tobacco that is placed between the upper lip and gum for extended periods. Snus does not typically result in the need for spitting.

Oral snuff/dip

Oral tobacco-containing product that is composed mainly or exclusively of moist, ground or powdered tobacco that is processed to make it suitable for use by a person placing it in the mouth between the gum and the cheek.

TOBACCO - DERIVED & SYNTHETIC

Gums

Flavored chewing gum containing nicotine.

Gummies

Flavored chewable gummy candies containing nicotine.

Tablets

Flavored tablet containing nicotine that dissolve under the tongue.

Lozenges

Flavored lozenge containing nicotine that dissolve in the mouth.

Pouches

Addiction:

The nicotine content of these products is addictive and can lead to continued use of

Youth Usage:

The use of nicotine pouches and other smokeless products is increasing among youth, raising concerns about long-term health impacts.