



What you need to know about nicotine pouches.

What are nicotine pouches?

Nicotine pouches are small bags containing nicotine and sometimes other ingredients such as sweeteners and flavours. These products are designed to be placed between the lip and gum, and usually contain 'synthetic nicotine' which is absorbed into the blood stream.

Nicotine pouches are small, easy to conceal, and come in a range of flavours including mint, fruit, coffee and desserts.



Why are we concerned?

Generation Vape data shows that 1 in 5 young adults who currently smoke have used nicotine pouches and they seem to be growing in popularity. These products are manufactured by the tobacco industry, as another attempt to addict a new generation to nicotine through a discrete and flavoured product.

According to the Therapeutic Goods Administration (TGA), no nicotine pouches have been evaluated for quality, safety or efficacy for vaping or smoking cessation in Australia. There is no strong evidence to support the use of nicotine pouches for smoking or vaping cessation. Evidence shows nicotine can be harmful and may have adverse impacts on adolescent brain developmentⁱⁱ.

Well recently they've kind of gone big, like, even people that don't vape have gone "oh yeah try out these Zyn [PMI's nicotine pouch brand]". Everyone's making like a massive deal about em.

17-year-old participant in Generation Vape study

Why are young people using these products?

Generation Vape research shows that young people are using nicotine pouches for a variety of reasons including for sporting performance enhancement, as an alternate to vaping and as a party drug. Like vaping, it's not surprising these products appeal to young people when they are discreet, flavoured, highly addictive and being marketed through social media influencersⁱ.

... people have started using those on nights out, because they've been able to get them in Australia somehow, and I've seen that at festivals... You pretty much like stick 'em up in your gum. And then, you're set for the night apparently.

21-year-old participant in Generation Vape study

Generation Vape research shows that young people are using nicotine pouches for a variety of reasons:



**SPORT
PERFORMANCE**

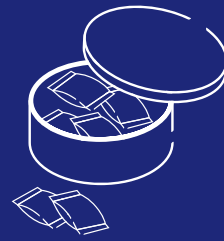


SOCIALISING
i.e. parties or festivals



**INSTEAD OF
VAPING**





Are they harmful?

Yes, nicotine is highly addictive, especially for children and teenagers, impacting the developing brain, learning, memory and attention. Reported short term effects of using nicotine pouches includesⁱⁱⁱ:

**MOUTH
LESIONS****UPSET
STOMACH****SORE
MOUTH****SORE
THROAT****NAUSEA**

Generation Vape research found that many young people who used nicotine pouches experienced sickness, burning of the gums or a poor taste in their mouth.ⁱ

[Interviewer: What's good about them?] Nothing, I hate em... They're just like, 'cause they burn your gums and they just make you feel a little bit sick sometimes and they taste like shit pretty much.

17-year-old participant in Generation Vape study

Are they legal in Australia?

In Australia, it is illegal to buy or sell nicotine pouches or other forms of non-therapeutic oral nicotine. For more information on the laws in Australia, visit the [TGA website](#).

There are a number of retailers who might illegally sell nicotine pouches, and this is a crime. You can report this to NSW Health online [here](#) or by calling the **Tobacco Information Line** on **1800 357 412**. For those outside of NSW, please contact your local State or Territory Health Department for reporting channels.



What can you do to support young people?

To support young people to quit or manage nicotine dependence:

- Encourage them to book an appointment with a GP
- Call the [NSW Quitline](#) on 13 7848
- Download the [My QuitBuddy](#) app
- Speak with trusted peers or parents.



References

i Christina Watts, Bronwyn McGill, Shiho Rose, Amelia Yazidjoglou, Lorena Chapman, Anita Dessaix, Becky Freeman, 'It'll save your lungs': early insights into nicotine pouch use and perceptions among young Australians, Health Promotion International, Volume 39, Issue 6, December 2024.

ii Australian Government Department of Health and Aged Care, Nicotine pouches, <https://www.tga.gov.au/products/unapproved-therapeutic-goods/vaping-hub/nicotine-pouches> Published June 2024. Accessed November 2024.

iii Ashley Dowd, Johannes Thrul, Lauren Czaplicki, Ryan Kennedy, Megahan Moran, Tory Sprindle, A cross-sectional survey on oral nicotine pouches: characterizing use – motives, topography, dependence levels, and adverse events, Nicotine & Tobacco research, Volume 26, Issue 2, January 2024.

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Aboriginal Respect Symbol. Designed by
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Informed by**GENERATION
VAPE**

A research collaboration project