

North America Nicotine Pouches Market Forecast to 2030 - Regional Analysis - by Strength (Less than 6 mg/g, 6 mg/g to 12 mg/g, and More than 12 mg/g), Flavor [Original/Plain, and Flavored (Mint, Berry, Citrus, Fruity, Others)], and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The North America nicotine pouches market was valued at US\$ 2,427.11 million in 2022 and is expected to reach US\$ 4,064.54 million by 2030; it is estimated to grow at a CAGR of 6.7% from 2022 to 2030.

Rising Popularity of Smoke Free Alternatives to Tobacco Products Fuels North America Nicotine Pouches Market

Cigarette smoking and conventional tobacco product consumption lead to serious health conditions such as lung cancer, heart disease, and other cardiovascular diseases. Public health campaigns and anti-smoking initiatives have played a major role in spreading awareness regarding the health risks of smoking, which has led many individuals to quit or avoid smoking and seek healthy lifestyles. The use of smoke-free alternatives such as e-cigarettes, heat-not-burn products, and nicotine pouches is perceived as more socially acceptable than smoking, particularly in settings where smoking is restricted. Since nicotine pouches offer a discrete and convenient way to consume nicotine without the need for smoking or vaping equipment, the market for nicotine pouches is expected to witness growth.

According to the US Food and Drug Administration, a decline in the use of cigars and

other combustible tobacco smoking products amongst high school students was recorded in the US during 2022–2023. The declining rates of smoking and rising popularity of smoke-free tobacco products encouraged cigarette companies to transition toward smoke-free tobacco alternatives. The 2023 National Youth Tobacco Survey revealed that among high school students in the US, 1.5% used smokeless tobacco products, 1.7% preferred nicotine pouches, and 1.2% used other oral nicotine products. Among high school boys in the US, 2.1% used smokeless tobacco, 2.6% used nicotine pouches, and 1.5% preferred other oral nicotine products for 30 days.

Some consumers use nicotine pouches as a smoking cessation aid. The identification of emerging trends in smoking cessation, such as e-cigarettes, by the American Cancer Society signals a dynamic landscape open to innovative alternatives, including nicotine pouches. The World Health Organization projected a decline in the global tobacco user count from 1.30 billion in 2021 to 1.27 billion by 2025.

Key market players offer nicotine pouches in various flavors, providing users with a diverse range of products.

To encourage individuals to explore smokeless nicotine alternatives and transition away from combustible tobacco products, most big tobacco corporations are getting involved in these products. By making smokeless alternatives like nicotine patches and e-cigarettes/e-liquid, harmful cigarette smoke that pollutes the air is eliminated, reducing the negative environmental effects of these sustainable solutions. The more individuals who use these smoke-free alternatives, the fewer smoking-related deaths there will be, which is a significant amount worldwide. This is because they do not contain the carcinogens that are found in combustible tobacco products.

North America Nicotine Pouches Market Overview

North America is one of the biggest regional markets for the nicotine pouches market in the world. While traditional cigarette consumption continues its downward spiral, the demand for nicotine pouches is growing. As more individuals seek alternatives to traditional tobacco products, nicotine pouches emerge as a smoke-free option, allowing users to satisfy their nicotine cravings without the combustion-related health risks associated with smoking. According to the US Department of Health & Human Services, in the US, smoking has declined to 11.5% (nearly 12 of every 100 adults) in 2021 from 20.9% (nearly 21 of every 100 adults) in 2005. Nicotine pouches, offering a smoke-free method of nicotine delivery, present an attractive option for those looking to break free from the harmful effects of smoking. Many consumers, recognizing the detrimental

impact of smoking on respiratory and overall health, are actively seeking harm reduction strategies. Nicotine pouches provide a way to satisfy nicotine cravings without exposing users to the harmful byproducts of combustion, contributing to the overall decline in the smoking rate. Unlike their smoke-emitting counterparts, nicotine pouches offer a stealthier way to satisfy nicotine cravings. The small, pre-portioned pouches are placed between the gum and upper lip, releasing nicotine through the oral mucosa. This eliminates the telltale signs of smoking, such as odor and visible smoke, making them ideal for workplaces, public spaces, and airplane flights where smoking is prohibited. This discrete nature resonates with consumers seeking a less conspicuous nicotine experience, particularly in smoke-free environments.

North America Nicotine Pouches Market Revenue and Forecast to 2030 (US\$ Million)

North America Nicotine Pouches Market Segmentation

The North America nicotine pouches market is segmented based on strength, flavor, distribution channel and country. Based on strength, the North America nicotine pouches market is categorized into less than 6 mg/g, 6 mg/g to 12 mg/g, and more than 12 mg/g. The 6mg/g to 12mg/g segment held the largest market share in 2022.

In terms of flavor, the North America nicotine pouches market is bifurcated into original/plain, and flavored. The flavored segment held a larger market share in 2022. The flavored segment is further sub segmented into mint, berry, citrus, fruity, and others.

By distribution channel, the North America nicotine pouches market is categorized into supermarkets & hypermarkets, convenience stores, online retail, and others. The convenience store segment held the largest market share in 2022.

Based on country, the North America nicotine pouches market is segmented into the US, Canada, and Mexico. The US dominated the North America nicotine pouches market share in 2022.

Swisher International Inc, Nu-X Ventures LLC, Swedish Match AB, Altria Group Inc, Imperial Brands Plc, Philip Morris International Inc, British American Tobacco Plc, Atlas International LLC, Sesh Products US Inc, and Enorama Pharma AB are some of the leading companies operating in the North America nicotine pouches market.

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