

Flavored Tobacco Use Among Youth

LUCHA Tabaco
Health Education Council

Flavors play a significant role in attracting youth and young adults to tobacco products such as e-cigarettes, smokeless tobacco, cigars, and hookahs. These products are often sold in bright, colorful packaging and contain a variety of different candy, fruit, dessert, and cocktail flavors which make them even more appealing to youth and young adults.

Out of all the age groups, youth and young adults are more likely to use flavored tobacco products and these are often the first tobacco products they'll try. Nearly 81% of youth and young adults between the ages of 12 and 24 reported that the first tobacco product they used was flavored. Hookahs and e-cigarettes are also the most popular tobacco product among this age group and are typically used with flavored tobacco.

Due to the large assortment of flavors and the resemblance of candy, youth and young adults perceive flavored tobacco products to be less harmful than non-flavored tobacco products which adds to their appeal. Additionally, the tobacco industry has aggressively marketed flavored tobacco products in various ways, including an emphasis on flavors in advertisements, storing them at youth eyelevel in tobacco retailers, and using colorful imagery on packaging and advertisements that appeal to youth.

Companies rely on the sales of flavored products to attract new users, and under current federal law, these flavored tobacco products are allowed on the market. However, several states and localities have already placed restrictions on the sale of flavored tobacco products to prevent them from making their way into the hands of youth and young adults.

For help quitting tobacco, call 800-300-8086