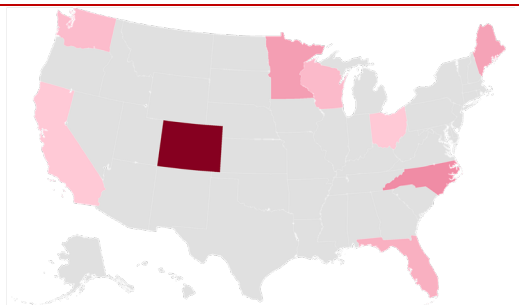
CRST
CENTER for RAPID SURVEILLANCE of TOBACCO

December 2025

Youth Tobacco Product Monitoring Project
US Summary – Fall 2025 Update

Overview & Partnership News



Starting our third year of collecting tobacco product images schools across the US, we've received photos of 315 products collected during the 2025-2026 school year. Of those, 245 were tobacco products, with the remaining cannabis and accessories. Submissions originated from 9 states, pictured at right; darker shading indicates more products from that state.

We've heard from partners that the confiscated products data have been helpful for a variety of education and enforcement efforts, such as (1) to inform their retail and internet enforcement efforts, (2) to help quantify the amount of hazardous waste generated in order to help advocate for tobacco waste policies, and (3) to tailor school-based prevention materials. Reach out so we can help your state or organization accomplish its tobacco control goals!

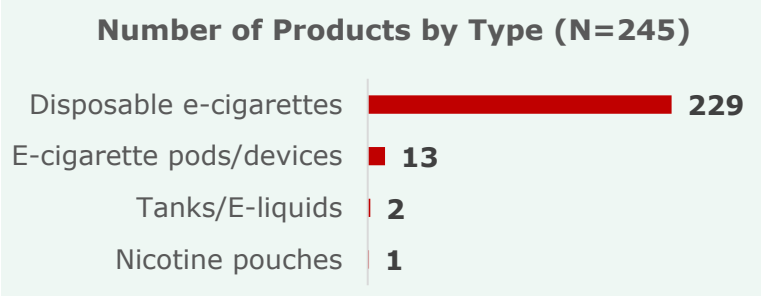






Products and Brands

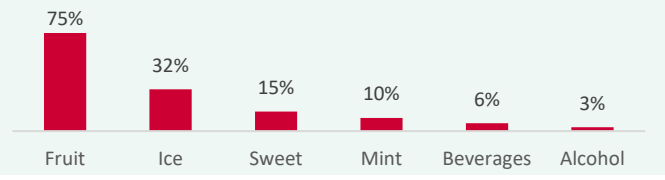
Top Disposable Brands: 44 distinct brands have been identified so far in the 2025-2026 school year. Geek Bar remains the most popular brand by a sizeable margin, accounting for 53% of all disposables. Other top brands were Lost Mary (9%), RAZ (9%), Elf Bar (3%), and Pastel Cartel (3%).



Appealing Features

Flavor Descriptors

Among products with identifiable flavor descriptors, 85% were characterizing or explicitly non-tobacco, while 15% were concept flavors (e.g., "Summer"). Fruit flavors were the most popular flavor type.



"Smart" Devices

Devices with interactive features like apps or games may be particularly appealing to youth and encourage additional use through extended product engagement. Of the 245 products from Fall 2025, less than 5% were "smart."



More photos to share? Submit them at the survey link here!

Check out over 1,500 images of 10,000+ products in the CRST Image Library